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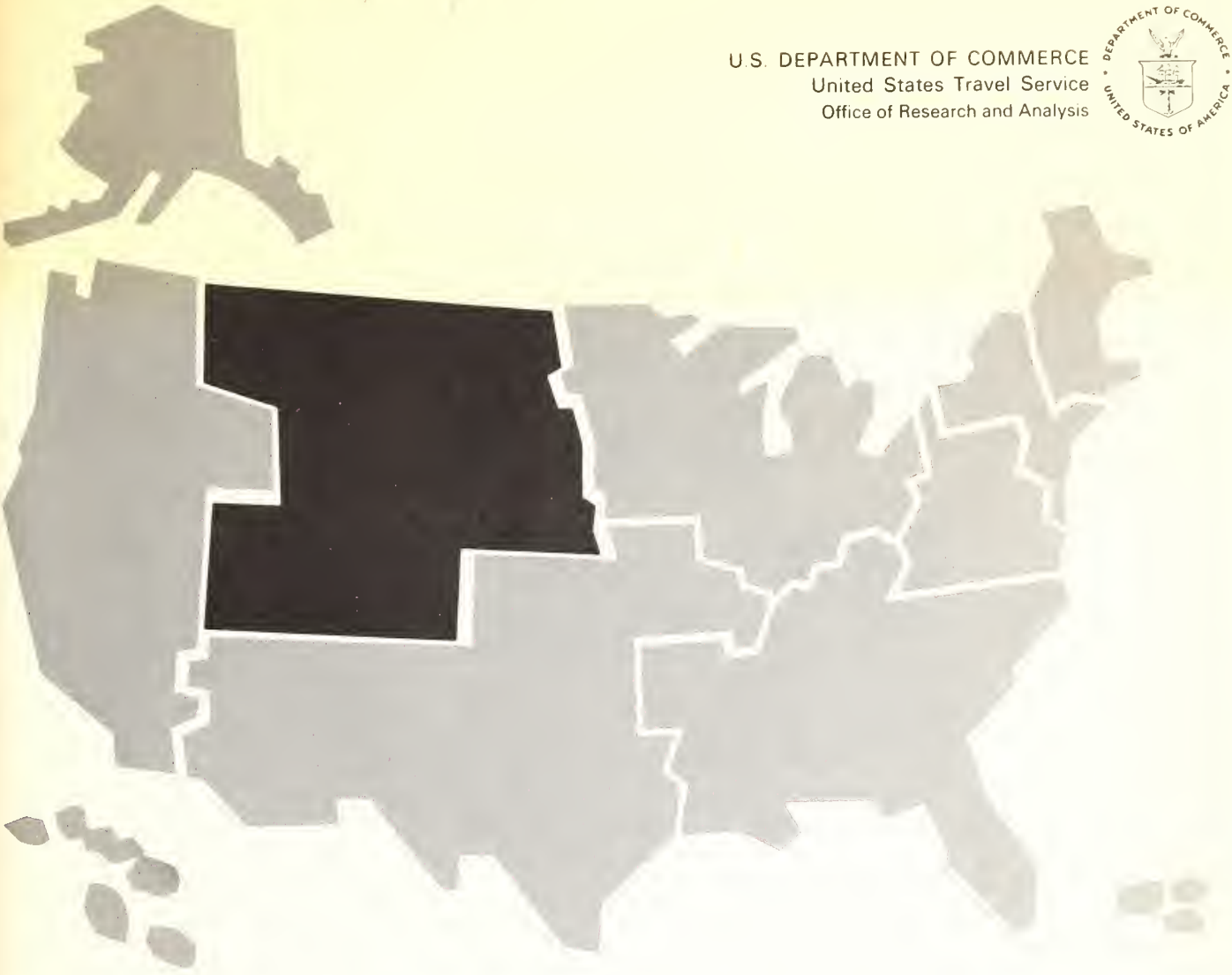

VACATION TRAVEL BY CANADIANS IN 1976

IN THE UNITED STATES

VOLUME 7

MOUNTAIN WEST

MAR

VACATION TRAVEL BY CANADIANS IN 1976

IN THE UNITED STATES VOLUME 7

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata International

Sponsored by
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

Saskatchewan Department of Tourism

and

the Montreal Star, Ltd.

DECEMBER 1977

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SECTION I

Highlights of Canadian Vacation Travel in 1976

A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians In 1976" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport (4) The Saskatchewan Department of Tourism and (5) The Montreal Star Ltd.

The survey represents the eleventh in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1—**Summary Report**—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the nine U.S. tourist regions.

Volume 1: **SUMMARY REPORT**—United States.

Volume 2: **NEW ENGLAND**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **EASTERN GATEWAY**—New Jersey, New York.

Volume 4: **GEORGE WASHINGTON COUNTRY**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **THE SOUTH**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **GREAT LAKES COUNTRY**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **MOUNTAIN WEST**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **FRONTIER WEST**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **FAR WEST**—Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **THE ISLANDS**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

B. METHODOLOGY

This survey was based on a national probability sample involving over 10,000 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

Limitations: In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

C. HIGHLIGHTS OF THE FINDINGS

1. Incidence of Canadian Vacation Travel

- Fewer Canadians took vacation trips in 1976 than in the year before as the incidence of vacation

travel dropped 3 percentage points from 59% in 1975 to 56% in 1976. This represents an 8% drop in projected trips—from 8.3 million in 1975 to 7.7 million in 1976.

- This decline in vacation travel in 1976 was widespread as Canadians from most provinces (except Ontario and British Columbia) and all socio-economic groups and age categories traveled less than in 1975.

- The decline in vacation travel occurred primarily among those who normally take only one vacation trip per year, as multiple trip takers continued to travel as often as before. The result was a very marginal increase in the average number of trips per year per traveler—from 1.50 in 1975 to 1.52 in 1976.

2. Destination of Canadian Vacation Trips

- Continuing a trend, the U.S.'s share of the Canadian vacation travel market grew from its 21% share in 1974 and 23% in 1975 to a record high of 25% in 1976.

- In contrast, travel by Canadians within Canada declined in share—from 66% of total trips in 1975 to 62% in 1976.

- Of the 2.1 million vacation trips to the U.S. in 1976 (+2% over 1975), The South (25%) and The Far West (24%) were the most frequently visited regions. New England (17%), Eastern Gateway (15%) and Great Lakes Country (12%) were the next most popular regions among Canadian vacationers in the U.S. in 1976.

- With respect to shifts in U.S. destination patterns by Canadians from 1975 to 1976, The Frontier West (+64%), George Washington Country (+36%) and The U.S. Islands (+31%) recorded the largest increases in Canadian vacation trips over 1975.

3. Trip Expenditures

- Although total vacation travel by Canadians in 1976 declined 8% from 1975, a 10% increase in average party trip expenditures (from $554/trip in 1975 to $607/trip in 1976) increased the total spending by Canadians on vacation trips in 1976 to about $3.2 billion, or 9% more than the estimated $2.9 billion spent during 1975.

- Canadian vacation expenditures in the U.S. were *$996 million* in 1976. This figure represents a 31% share of the total 1976 Canadian vacation expenditures and a 28% increase over the estimated *$777 million* spent in the U.S. by Canadian vacationers just one year earlier.

- Estimated expenditures for each region of the U.S. are dependent primarily upon the number of visitors, length of stay, accommodations used and purpose of trip. It follows, therefore, that The South (25%) and the Far West (18%) received the greatest shares of Canadian vacation spending in the U.S. during 1976. The Frontier West (+177%) and George Washington Country (+88%) experienced the largest increases in vacation receipts in 1976 over 1975.

- The average trip expenditure (including transportation) in the U.S. increased 19% from $687 in 1975 to $815 in 1976, reflecting both a longer length of stay in the U.S. and the inflationary effects on the cost of travel. By way of comparison, the average trip expenditure within Canada was estimated at $394 (+9% over 1975), while the comparable figure for overseas destinations was $1,603 (+2% over 1975).

- Per day party expenditures for trips within Canada were estimated at $37 (+23% over 1975), $56 in the U.S. (+14% over 1975) and $71 for overseas destinations (+1% over 1975).

- With respect to travel to the U.S., the over 40—married—upper income travelers tended to be the biggest spenders. In addition, those who traveled to the U.S. by air spent considerably more on the average than did those who traveled by car, while those on package tours and charter flights tended to spend more in the U.S. than did Canadians who traveled on scheduled flights or independently arranged vacations.

- Finally, the winter market appeared to be more lucrative than the spring, fall or summer markets.

4. Demographic Characteristics of the 1976 Canadian Vacationer

- The socio-economic profile of Canadian vacationers differed with respect to certain characteristics depending on whether their trip was to the U.S., overseas or within Canada.

- Briefly, the Canadian domestic vacation traveler tended to be: married (62%); employed in a white collar position (33%), skilled laborer (31%), or retired (11%); about 40 years old (36% falling between 18-29 years of age and 31% being 50 years of age or older); with a family income of at least $15,000 (52%); English speaking (67%); residing in an urban center (81%); and owning their own dwelling (64%).

- Comparatively speaking, the Canadian vacationer in the U.S. was: married (60%); tended to be employed more often in a white collar job (42%) and less often as a skilled laborer (29%) or retiree (10%); about 41 years of age (31% falling between 18 and 29 years of age and 33% being 50 years of age or older); with a higher family income, as 58% earned $15,000 or more; English speaking (66%); residing more often in an urban center (86%); and owned their own dwelling (65%).

5. Trip Characteristics

a) Trip Decision, Planning and Purchase Patterns

- The lead time in planning a U.S. vacation trip has not changed appreciably since 1975. Almost half (48%) made their decision to visit the U.S. within 4 weeks of their actual trip.

- Automobile trips appear to be slightly more spontaneous than air trips, as would be expected. Among auto travelers, 49% decided to visit the U.S. within four weeks of departure compared to slightly fewer, 44%, among air travelers.

- The use of travel agents for planning a vacation trip continued to grow in 1976. One out of five (20%) contacted a travel agent in 1976, a significant increase over both the 16% usage rate in 1975 and the 7% usage rate recorded in 1970. In 1976, travel agents were most commonly used by air travelers (52%), when planning an overseas trip (73%), when buying a package tour (83%) and when traveling on charter flights (88%).

- In 1976, an estimated 2% of all Canadian vacation trips to the U.S. involved the services of a travel agent. About 52% of the air trips to the U.S. and 17% of the bus and train trips involved a travel agent. On the other hand, only 4% of the auto trips and 4% of the motor camper trips involved the services of a travel agent. As might be anticipated, the use of a travel agent was greater among air travelers; for trips which lasted longer than one week; for winter or non-summer trips; and trips to vacation spots.

b) Mode of Transportation

- Among all Canadian vacation trips, air travel accounted for 34%, one percentage point more than in 1975, but still well below the high level of 39% recorded during the energy crisis in 1974. Of all Canadian vacation trips to the U.S., 31% were by air, representing a rebound from the relatively lower incidence (27%) of air usage in 1975—and nearly equal to the 32% share of Canadian air travel to the U.S. recorded in 1974.

- Auto travel to the U.S., on the other hand, has leveled off at about 58% in 1976, nearly equal to the 59% auto usage share reported in 1975. This share, however, is still well below the high rate of 65% auto share reported in 1973 which seems to suggest that the energy crisis of 1974 has had some longer range effects on travel behaviour.

c) Tours, Charter and Independent Travel

- "Inclusive package tours" were defined for the respondent as being a trip where "transportation, accommodation and other ground arrangements were bought as part of a package price." The popularity of these types of inclusive package tours continued to grow among Canadian vacationers. In 1976, 23% of all trips on common carriers involved a packaged tour. This is an increase over the 20% reported in 1975.

- As expected, the purchase of inclusive package tours was more common among vacationers to the U.S. than for vacation travel within Canada. In 1976, 31% of all "non-auto" trips to the U.S. were inclusive package tours.

- The Canadian's usage of charter flights for travel abroad did not appear to change between 1975 and 1976. Of all trips by air, 20% were on charter services. Additionally, the usage of charters to both overseas areas (38%) and the U.S. has remained fairly level in 1975 and 1976 (16% in 1975, 17% in 1976).

- The most popular U.S. regional destinations among charter travelers were the U.S. Islands, Florida and California.

- By way of comparison, 7% of all air trips within Canada were on charter, 51% of the air trips to the Caribbean were by charter and 33% (—5% from 1975) to Europe were on charters.

d) Seasonality

- A slight shift in the seasonality of Canadian vacation travel to the U.S. occurred between 1975 and 1976. More Canadians visited the U.S. during the winter months of January to March (up to 28% in 1976 from 23% in 1975) while fewer (down to 35% in 1976 from 42% 1975) came through the traditionally well-traveled summer months of July thru September. The harsh 1976 Canadian winter may have contributed to the smoothing of the seasonality factor.

- On the other hand, the seasonality of Canadian domestic vacation travel has retained its previous seasonality patterns. However, trips to overseas destinations have shown a slight move towards more summer travel (+5% from 1975) and less winter travel (—4% from 1975). Possibly, the U.S. winter markets absorbed some of this shift.

- While vacationing within Canada tended to be a summer activity, vacation travel to the U.S. continued to be split more evenly between "summer" and "winter" seasons. Approximately 49% of the trips to the U.S. occurred between June and September and 29% between December and March. Overall, Canadian vacation arrivals in the U.S. on a quarterly basis were as follows: 1st Quarter (23%); 2nd Quarter (18%); 3rd Quarter (42%); and 4th Quarter (17%).

e) Length of Trip

- The average duration of trip among Canadians vacationing in the U.S. was 14.6 nights, only marginally longer than the 1975 trip duration of 14.3 nights. Of the total 14.6 nights, 12.6 were in the U.S. while the remaining 2 nights were spent in Canada. It is interesting to note that of the 14.3 nights length of trip in 1975, 12.3 nights were in the U.S. while, again, 2 nights were spent in Canada.

- With respect to Canadian vacation travel within Canada, a decrease in the length of stay was recorded from 12.0 nights in 1975 to 10.8 nights in 1976. This decline is primarily the result of shorter domestic vacation trips among residents of Quebec and Ontario.

- The length of overseas trips averaged 22.5 nights in 1976, about the same as in 1975.

f) Purpose of Trip

- In 1976, the most frequently mentioned reason by Canadians for vacationing in the U.S. was "to spend some time at a vacation spot" (43%). The second most popular reason was "to visit friends and relatives" (41%), followed by "sightseeing and doing things in cities and towns" (26%). Participation in non-city activities was mentioned by 33% of the Canadians who vacationed in the U.S. with 17% mentioning sightseeing in rural areas and 16% mentioning camping, fishing, boating and other outdoor activities.

- Only 2% of the Canadians who vacationed in the U.S. during 1976 indicated that they were motivated primarily by Bicentennial events. It is possible, however, that the Bicentennial may have had a less direct or secondary role in motivating Canadians to visit the U.S.

- Skiing is unquestionably a popular sport among Canadians. According to the survey, at least one active skier lives in as many as 1 out of 4 households (23%). However, most skiing was done within the province of residence. From only 2% of the households surveyed did someone take a ski trip to the U.S. in 1976. Less than half of one percent indicated having skied in other countries during the year. However, 5% of the households interviewed in British Columbia reported having skied in the U.S. during 1976.

- "To visit friends and relatives" (48%) continued to be the most prevalent reason for taking a vacation trip within Canada. Other frequently mentioned reasons included "to spend time at a vacation spot" (32%) and "sightseeing and doing things in cities and towns" (18%).

- The average number of reasons offered by the traveler for "main purposes of trip" was 1.7. Overall, spending time at a vacation spot was more important in 1976 than in 1975 while camping and sightseeing were stressed less often.

g) Composition of Traveling Party

- Although the composition of the Canadian vacation party traveling to the U.S. continued to be primarily "adults only" (58%), the average size party increased from 2.76 adults in 1975 to 3.20 in 1976.

- In 1976, the most popular types of accommodations used by Canadians vacationing in the U.S. were motels/hotels (65%), friends and relatives (32%) and campgrounds (19%).

- As one might expect, the type of accommodation used in the U.S. differed considerably depending on the nature of the destination. For example, camping was most popular in New England and the Mountain West Regions. Ethnic and social ties were strong motivations for Canadians who visited Massachusetts, California and the Great Lakes Region, as 49% on the average stayed with friends and relatives as compared to 32% for the U.S. as a whole. On the other hand, hotels/motels were utilized more often by "vacation spot" visitors in The South and Far West Regions, 74% and 72% respectively.

6. Impressions and Attitudes of Canadian Vacationers Toward the U.S.

a) Prices in the U.S. vs. Canada

- To some extent, the growth of travel to the U.S. and the recent increase in interest for shopping in the U.S. by Canadians may be an indicator of the belief that the U.S. is relatively less expensive for most goods and services than is Canada. Findings from the survey indicate that 41% of the respondents believe that Canada is more expensive than the U.S., compared to only 13% who felt that the U.S. was more expensive. The greatest perceived disparity in costs between the U.S. and Canada, where the U.S. was seen as being less expensive was with gasoline, followed closely by food, accommodations and souvenir/gift shopping.

b) Favorable Impressions of the U.S.

- Canadians who traveled to the U.S. on vacations during 1976 were asked what they perceived as their "most favorable impressions about vacationing in the U.S."

- As in 1975, response was varied, again supporting the theory that the U.S. provides a broad base of appeal to Canadians. The physical beauty and weather were most impressive to visitors—particularly the beaches and the water, as well as the scenery in general. Perhaps as a result of the unusually cold and wet weather in many regions of Canada during 1976, more Canadians appeared to be attracted by the American climate—29% in 1976 as compared to 23% in 1975.

- Another appeal of significance was "lower prices" —mentioned by 15%, up from 7% a year earlier and re-enforcing the "less expensive" image previously discussed.

- Further, only 16% did not provide a positive comment, suggesting a high degree of visitor satisfaction.

c) Unfavorable Impressions of the U.S.

- The U.S. appears to be increasing in favorability among Canadian vacationers as 65% of those who visited the U.S. in 1976 had no unfavorable comments—up from the 58% recorded a year earlier.

- Among those who cited some negative aspects of travel in the U.S., the most frequent comments focused on "social conditions" such as "dirtiness and smog" (4%), "too crowded" (3%) and "violence" (2%). Another 4% indicated that they did not like the food or beer.

SECTION II

Characteristics of Canadian Vacation Trips/Travelers To the Mountain West in 1976

A. HIGHLIGHTS

During 1976, an estimated 152,000 Canadian vacation trips were taken to the Mountain West representing 7% of the total 2 million vacation trips to the United States by Canadians.

The Mountain West's share of vacation expenditures rose to match its share of trips; in 1976, Canadians spent an estimated $72 million (or 7% of the nearly $1 billion spent by Canadians in the United States), up from $48 million in 1975.

The increase appeared to be largely due to an increase in the average number of nights spent by visitors to the region (from 9.8 nights in 1975 to 13.0 nights in 1976), as daily per capita expenditures ($22) remained near the 1975 average of $23. These changes brought trip expenditures per adult to $302, somewhat higher than the average $283 for all Canadians visiting the United States in 1976.

152,000 Canadian Vacation Trips (+6% from 1975)

- 7% of total Canadian vacation trips to the U.S.
- 6th most popular region in the United States for Canadian vacationers.

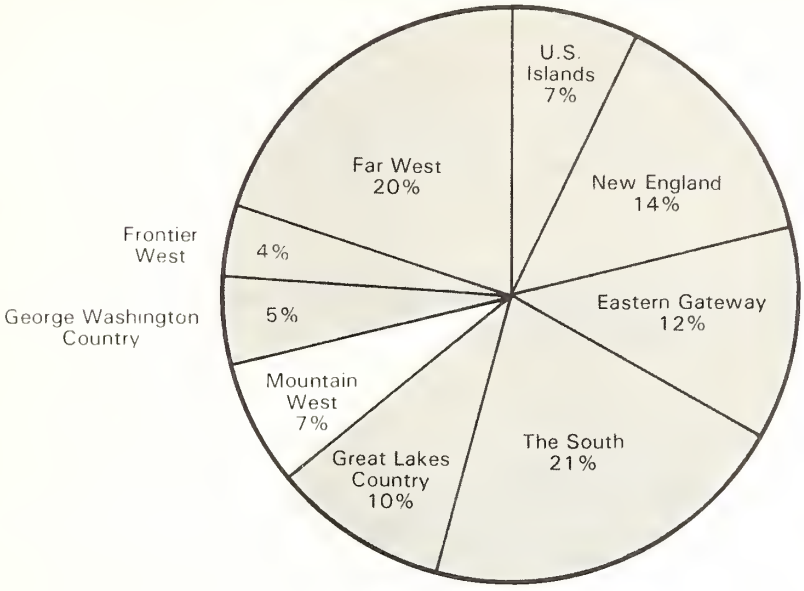
$72 million spent in the Mountain West Region by Canadian Vacationers (+50% from 1975)

- 7% of total Canadian vacation expenditures in U.S.
- 8th largest recipient of Canadian vacation dollars in the U.S.
- $302 spent per adult trip (+40% from 1975).
- The 50% increase in Canadian spending in the Mountain West Region in 1976 appeared to be primarily related to an increased length of stay among Canadian visitors to the region (from 9.8 nights to 13.0 nights in 1976, an increase of 33%) as actual spending remained at or near the 1975 levels.

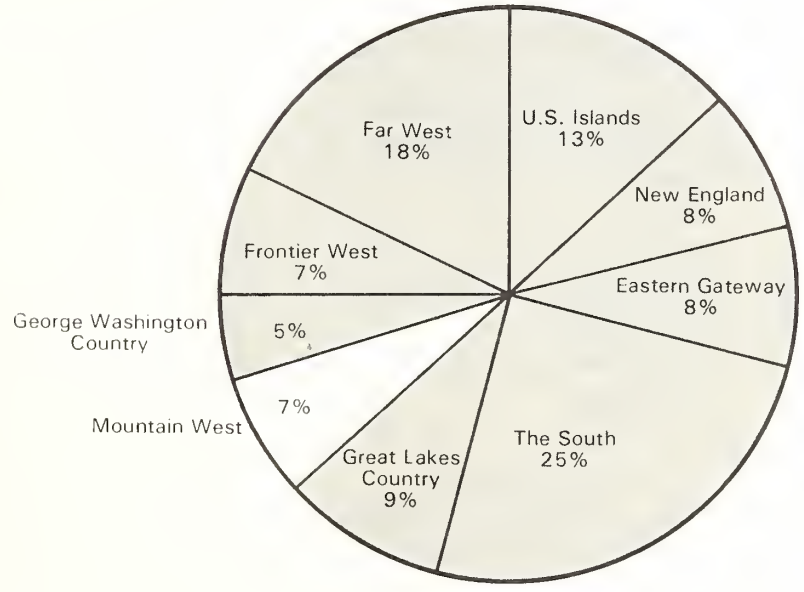
Chart I

CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S., 1976

Trips: 2,081,000
100%



Receipts: $996,000,000
100%



1. Profile of Canadian Vacation Travelers to the Mountain West

The Canadian traveler vacationing in the Mountain West Region of the United States in 1976 could be described in the following terms: 82% lived in cities; 58% resided in the Canadian Prairies; 80% were English-speaking; 33% lived in cities with populations of 500,000 or greater, and another 20% lived in cities with populations between 100,000 and 500,000. Seventy percent lived in single or semi-detached dwellings; 59% were male; 62% were married; 45% had attended or completed high school; 47% had family incomes between $10,000 and $20,000 per annum; and 50% had no children living at home.

Their travel habits can be summarized as follows: 70% traveled to the United States by automobile; 51% took their trip during the third quarter (from July through September), up to 58% were engaged in sightseeing and 39% visited friends or relatives; and their average length of stay was 13.0 nights.

PROFILE OF 1976 CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST

Traveler Characteristics	
Residence:	Urban (82%) Prairies (58%) English-speaking (80%) Cities with population 500,000 and over (33%) and between 100,000 and 500,000 (20%)
Dwelling Status:	Live in single/semi-detached dwelling (70%) Owner of dwelling (60%)
Sex:	Male (59%)
Age:	30-39 years (32%) and 18-29 years (31%)
Marital Status:	Married (62%)
Education:	Attended or completed high school (45%)
Occupation:	Professional/managerial/sales/white-collar (43%) and skilled workers (27%)
Family Income:	$10,000 to $20,000 (47%) $20,000 and over (35%)
Family Composition:	Adults only (50%)
Trip Characteristics	
Purpose:	Sightseeing (58%), visit friends or relatives (39%) and to spend some time at a vacation spot (30%)
Main Mode of Transport:	Auto (70%
Seasonality:	3rd quarter (51%), August (22%), July (20%)
Mean Length of Stay:	13.0 nights
Mean Size of Traveling Party:	2.53 adults
Use of a Travel Agent:	15% used in planning
Decision Lead Time:	Planned trip within 2 months of departure (69%))
Favorable Impressions:	The facilities (56%) and physical beauty (33%)
Unfavorable Impressions:	None recalled (68%)
Accommodation:	Motel (52%)

SIGNIFICANT CHANGES IN CANADIAN VACATION TRAVEL TO THE MOUNTAIN WEST FROM 1975 to 1976

- Increases in:

  —vacation expenditures (from $48 million to $72 million)
  —per capita adult spending (from $215 to $302)
  —average number of nights spent in the U.S. (9.8 to 13.0)
  —visitors from Ontario (14% to 21%)
  —visitors from Quebec (1% to 6%)
  —auto visitors from Quebec (1% to 7%)
  —those living in row housing (4% to 14%)
  —apartment dwellers (5% to 12%)
  —tenants (23% to 40%)
  —visitors aged 30-39 (25% to 32%)
  —visitors with university education (20% to 30%)
  —adult visitors with no children at home (43% to 50%)
  —air travel (5% to 17%)
  —August travel (14% to 22%)
  —vacationers staying with relatives (13% to 26%)
  —vacationers staying in hotels (9% to 16%)
  —vacationers staying in government campgrounds (18% to 24%)
  —those staying 24 nights or more (5% to 13%)
  —vacationers with decision lead times of 1 to 2 months (10% to 19%)
  —vacationers with decision lead times of 4 to 6 months (3% to 9%)
  —favorable impressions of facilities (32% to 56%)
  —favorable impressions of the weather (8% to 14%)
  —those disliking nothing (53% to 68%)

- Decreases in:

  —visitors from the Prairies (72% to 58%)
  —auto visitors from the Prairies (74% to 63%)
  —those speaking a language other than French or English (21% to 14%)
  —those living in single or semi-detached homes (86% to 70%)
  —home owners (77% to 60%)
  —married visitors (70% to 62%)
  —unskilled workers (12% to 6%)
  —vacationers earning between $5,000 and $7,499 per annum (9% to 4%)
  —adult visitors with older teenage children at home (26% to 17%)
  —sightseers in cities and towns (42% to 31%)
  —car travel (82% to 70%)
  —third quarter travel (57% to 51%)
  —July travel (32% to 20%)
  —those staying 5 nights or less (42% to 26%)
  —those with decision lead times of 2 to 4 months (19% to 10%)
  —favorable impressions of the people and their way of life (28% to 13%)
  —unfavorable impressions of the weather (12% to 6%)
  —unfavorable impressions of the prices (9% to 1%)

SIGNIFICANT DIFFERENCES BETWEEN CANADIAN VACATION TRAVEL TO THE MOUNTAIN WEST AND TO THE U.S. AS A WHOLE

- The Mountain West compared to the U.S. as a whole had a much higher proportion of:

  —Prairie visitors
  —English-speaking visitors
  —male vacationers
  —visitors in the 30-39 age group
  —those sightseeing and doing things away from cities and towns
  —auto visitors
  —third quarter visitors
  —those staying in motels
  —those staying on private campgrounds and government campgrounds
  —those with favorable impressions of facilities

- The Mountain West compared to the U.S. as a whole had a much lower proportion of:

  —Quebec visitors
  —Ontario visitors
  —visitors from large (500,000+) cities
  —French speaking visitors
  —female visitors
  —visitors in the 50 and over age category
  —those spending time at a vacation spot
  —air travelers
  —those staying in hotels
  —visitors using travel agents
  —those with favorable impressions of the weather

B. DETAILED FINDINGS

The Canadian vacation market for the Mountain West during 1976 is described in the following pages under three main headings: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

1. Trips/Receipts

The Mountain West was one region in 1976 whose share of expenditures matched its share of trips: both stood at 7% of the Canadian total for the United States as a whole.

In absolute numbers, these represented 152,000 vacation trips of the roughly 2 million taken by Canadians to the U.S., and accounted for an estimated $72 million out of the nearly $1 billion spent in total. (An additional 31,000 Canadian trips involved one or more nights in the Mountain West en route to other destinations.)

These numbers represent increases over 1975 results: trips increased (to 152,000) from 143,000, an increase of 6% which enabled the Mountain West to maintain its 7% share of all Canadian vacation trips to the U.S.

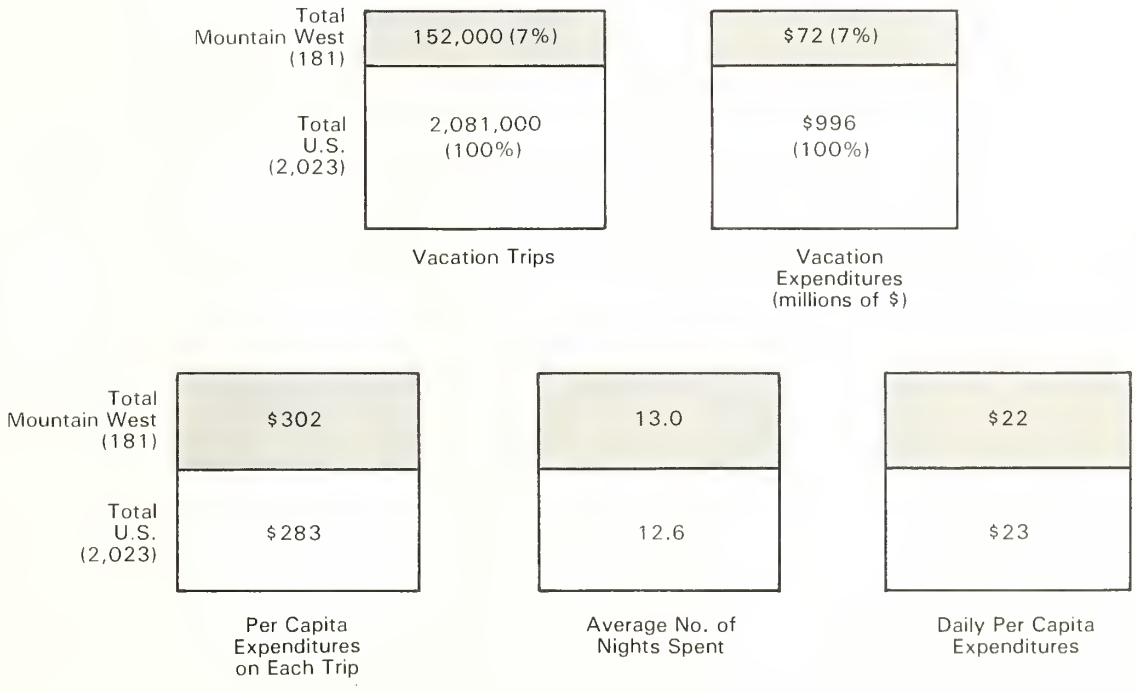
The rate of growth in vacation trip expenditures in the region outstripped the growth rate for the U.S. as a whole: Canadians vacationing in the U.S. spent some $996 million, a 28% increase over 1975 while the increase in expenditure by Canadians visiting the Mountain West was 50% (from $48 million in 1975 to $72 million in 1976—See Appendix B-1).

The per capita spending (per adult) on each trip also increased substantially (40%) over 1975, from $215 to $302, while actual daily spending (per adult) at $22 per day per capita (compared to $23 in 1975) was only slightly less than the overall average for Canadian vacationers in 1976 of $23.

Chart 2

CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST

(1976 Expenditures in U.S. Only)



2. Traveler Characteristics

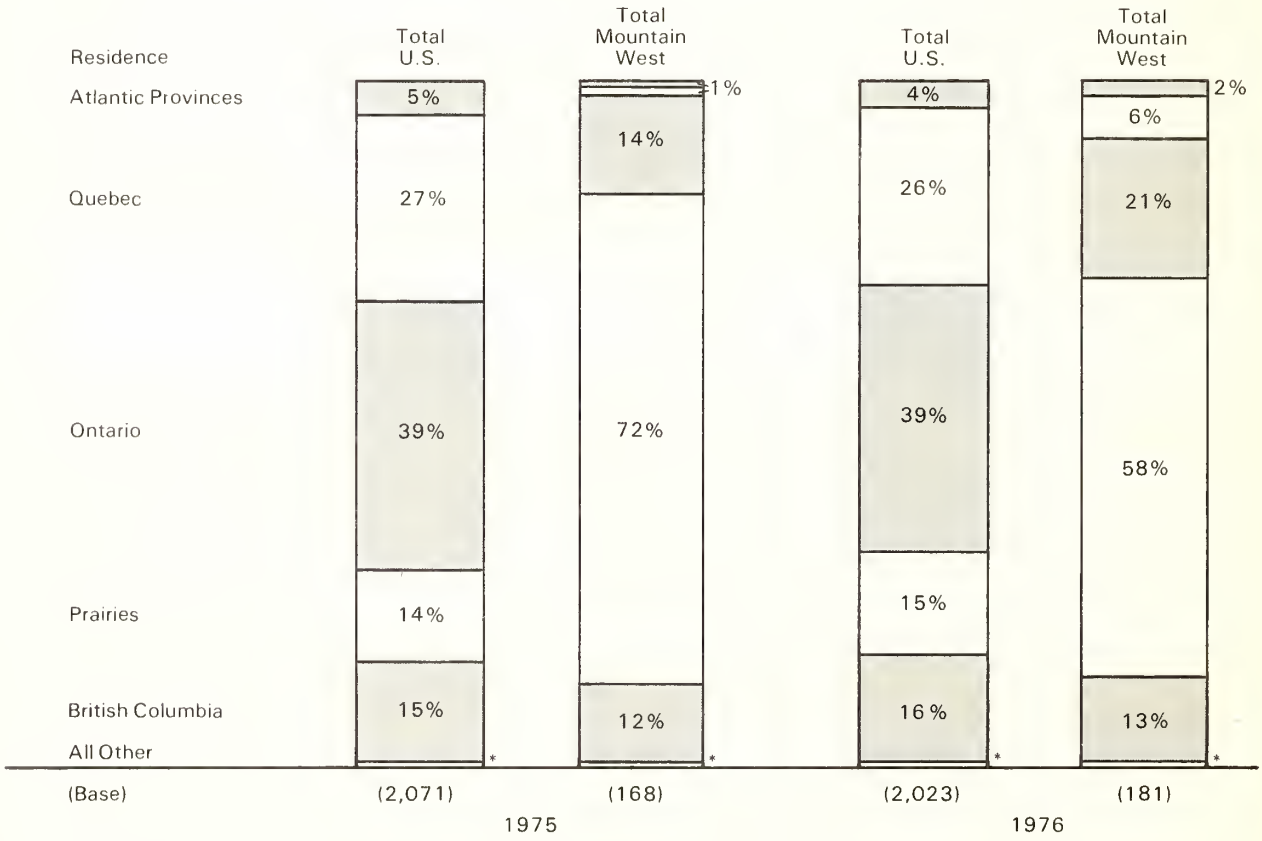
This section reviews the demographic characteristics of 1976 Canadian vacation travelers to the Mountain West in terms of: province of residence; residence of auto vacationers; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; and family composition.

a) Province of Residence

The Mountain West continued to attract a disproportionately large number of its Canadian vacation visitors from the Prairies, undoubtedly due to the proximity of the two locations; 58% of all Canadians visiting the region originated from these provinces, compared to only 15% for the U.S. overall. Similarly, sharp contrasts between the U.S. as a whole and the Mountain West were evident in the proportion of vacationers originating from Ontario and Quebec; visitors from these two provinces, which made up almost two thirds (39% and 26% respectively) of all Canadians vacationing in the U.S., accounted for less than one-third (21% and 6%) of Canadians visiting the Mountain West Region.

Nevertheless, dependency on Prairie visitors eased somewhat from 1975 when 72% of Canadians visiting the region had originated from those provinces (58% in 1976), while representation from Quebec and Ontario increased (Quebec from 1% to 6% and Ontario from 14% to 21%).

Chart 3
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY RESIDENCE



*Less than ½ of 1%

b) Residence of Auto Visitors

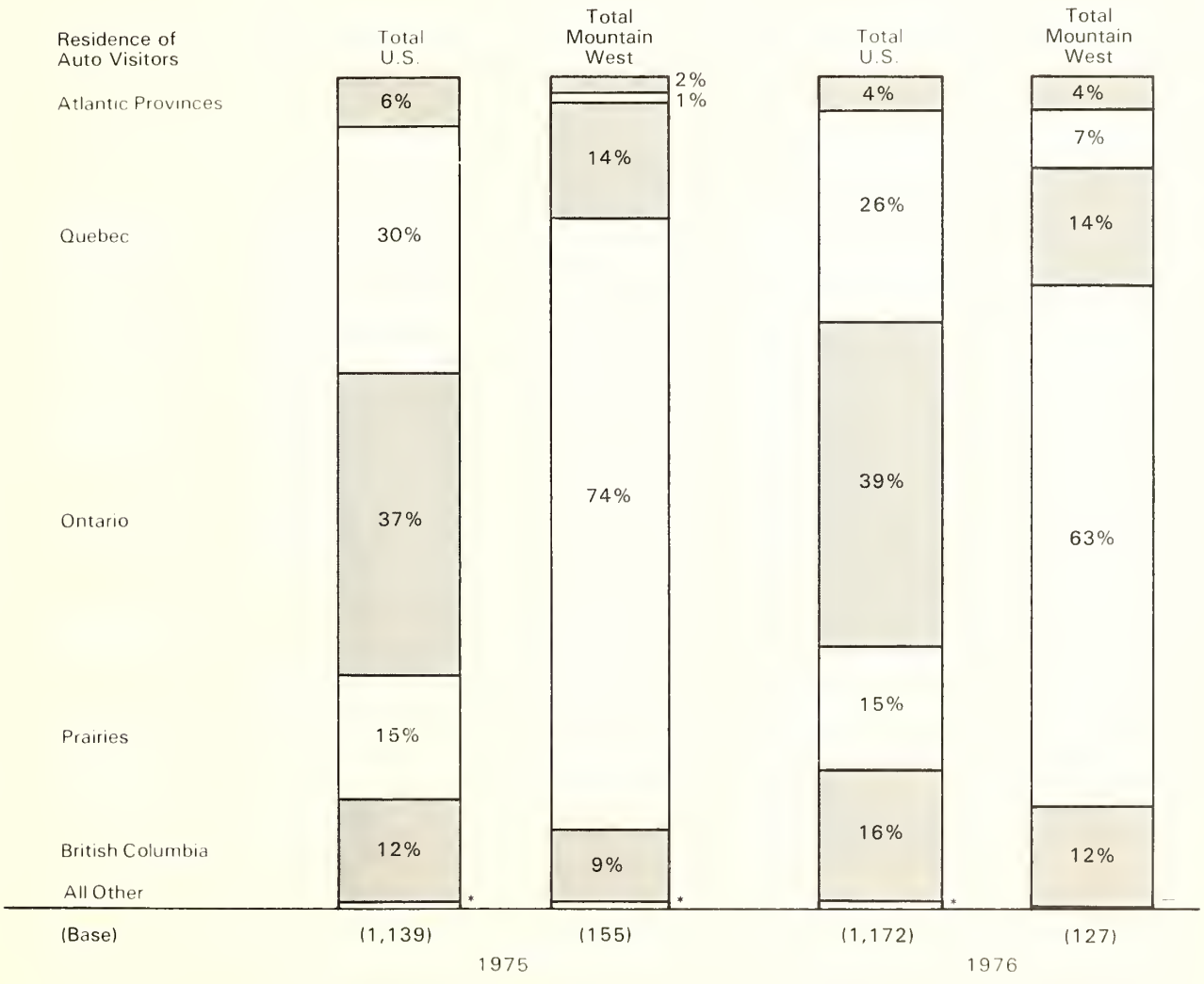
Auto or motor camper visitors accounted for 80% of Canadian visitors to the Mountain West.

The distribution of their province of origin closely resembled that of all visitors to the region (and presented similar contrasts to the Canadian auto visitors to the United States as a whole); 63% originated from the Prairies (vs. only 15% for the U.S. overall), 14% lived in Ontario (vs. 39% overall) and only 7% came from Quebec (vs. 26% overall).

The decreased representation from the Prairies in the region was also evident among its car travelers; 74% had originated from those provinces in 1975 (vs. 63% in 1976); and car visitors were more likely to have originated from Quebec in 1976 (7%) than they had been in 1975 (1%).

Chart 4

CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY RESIDENCE OF AUTO VISITORS



*Less than ½ of 1%

c) Size of Community of Residence

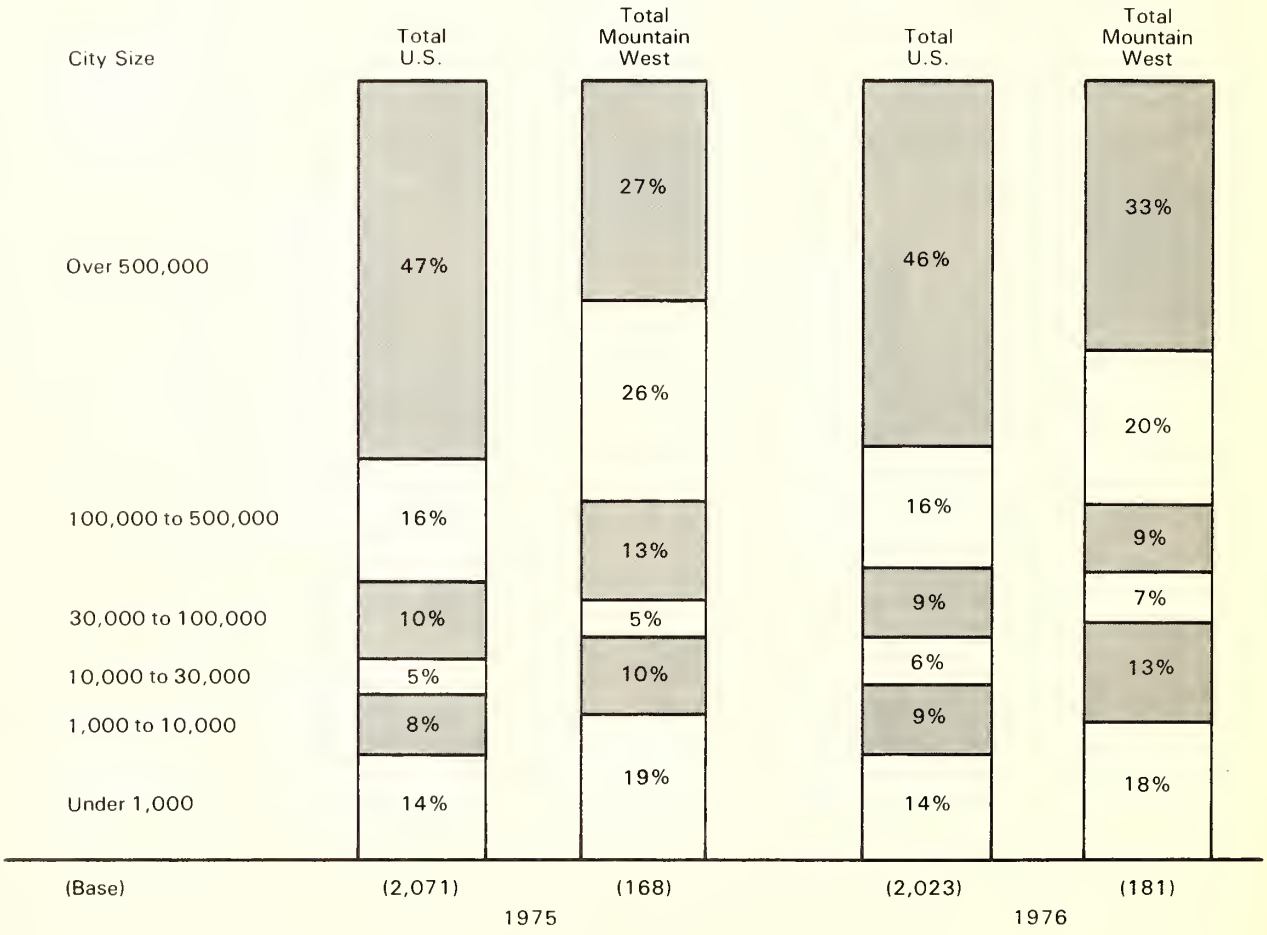
Canadian visitors to the Mountain West were less likely to originate from the larger urban centers of 500,000 or more population than were Canadians traveling to the U.S. overall (33% vs. 46% overall).

With more travel from Ontario and Quebec, however, a trend towards increasing urbanization appeared to continue. The proportion of visitors residing in large urban centers of 500,000+ accounted for only 23% of Canadian vacationers to the Mountain West region in 1974; but rose to 27% in 1975, and stood at 33% in 1976.

The remainder of the distribution was not noticeably different from that of Canadian vacationers to the U.S. as a whole.

Chart 5

CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY SIZE OF CITY OF RESIDENCE

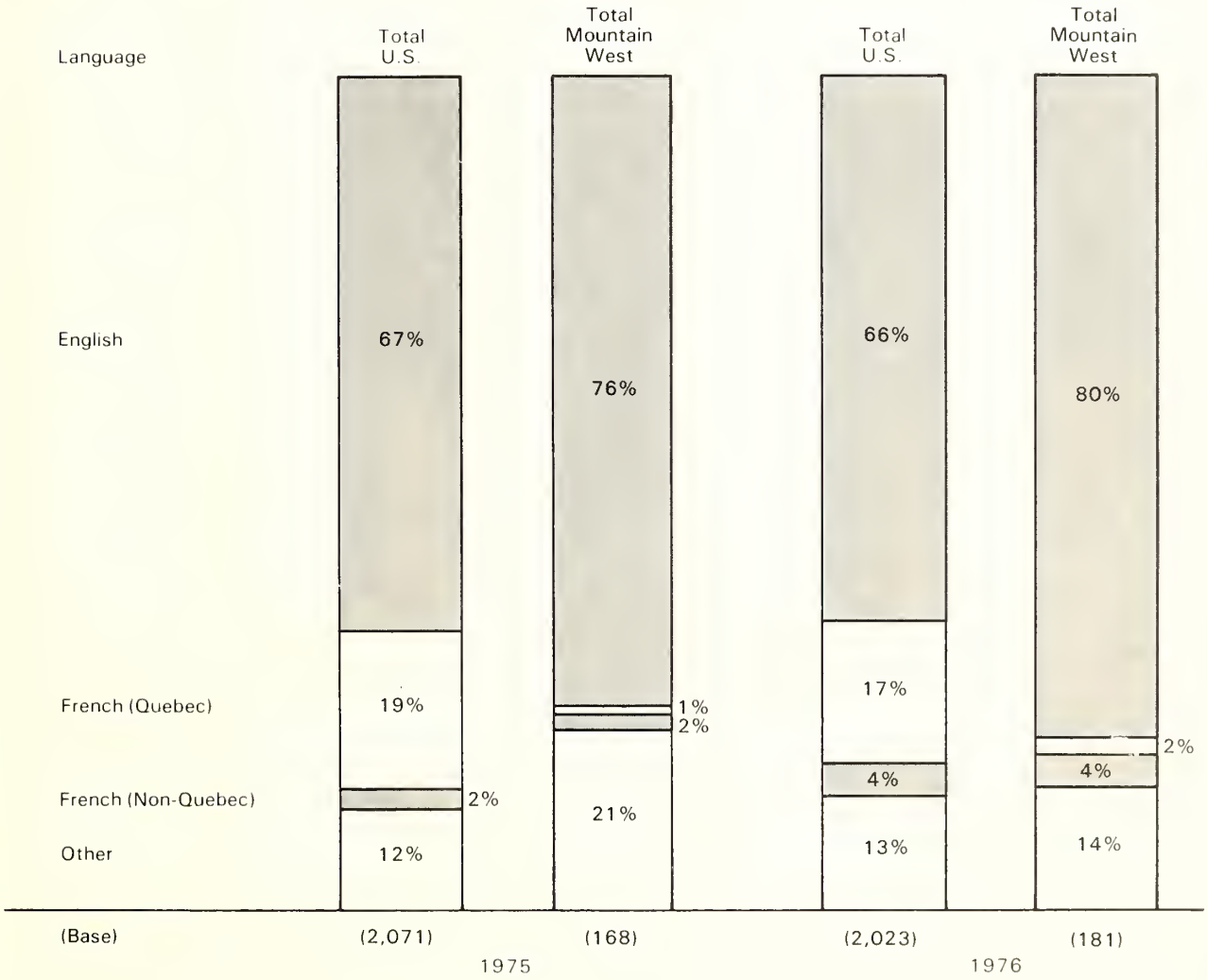


d) Language Spoken

The overwhelming majority (80%) of Canadian visitors to the Mountain West in 1976 were English-speaking, reflecting no doubt the region's reliance on the Prairies as a source of visitors. This factor would also have explained the under-representation of French-speaking visitors from Quebec to the region (2%) compared to their frequency among Canadians visiting the U.S. as a whole (17%).

Visitors to the region who spoke a language other than French or English were the second-largest group of Canadian vacationers, accounting for 14% of Canadians visiting the Mountain West, down from 21% in 1975.

Chart 6
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY LANGUAGE



e) Type of Dwelling Occupied/Ownership

Possibly a reflection of the increasing urbanization of the Canadian visitor to the Mountain West, residence in a single or semi-detached home was much less evident in 1976 than it had been in 1975. In 1976, 70% of Canadian visitors to the region lived in this type of dwelling, a sharp drop from the 86% registered in 1975, and only slightly higher than the 66% of all Canadian visitors to the United States.

1976 also saw an increase in both row-house dwellers (from 4% in 1975 to 14%) and apartment living (from 5% to 12%), though the latter was still relatively less frequent than it was among all Canadian visitors to the U.S. (18%).

The changes noted above were, of course, reflected in terms of home ownership which declined to 60% of Canadian visitors to the Mountain West in 1976, compared to 77% in 1975, as can be seen in the following tables.

Chart 7
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY TYPE OF DWELLING

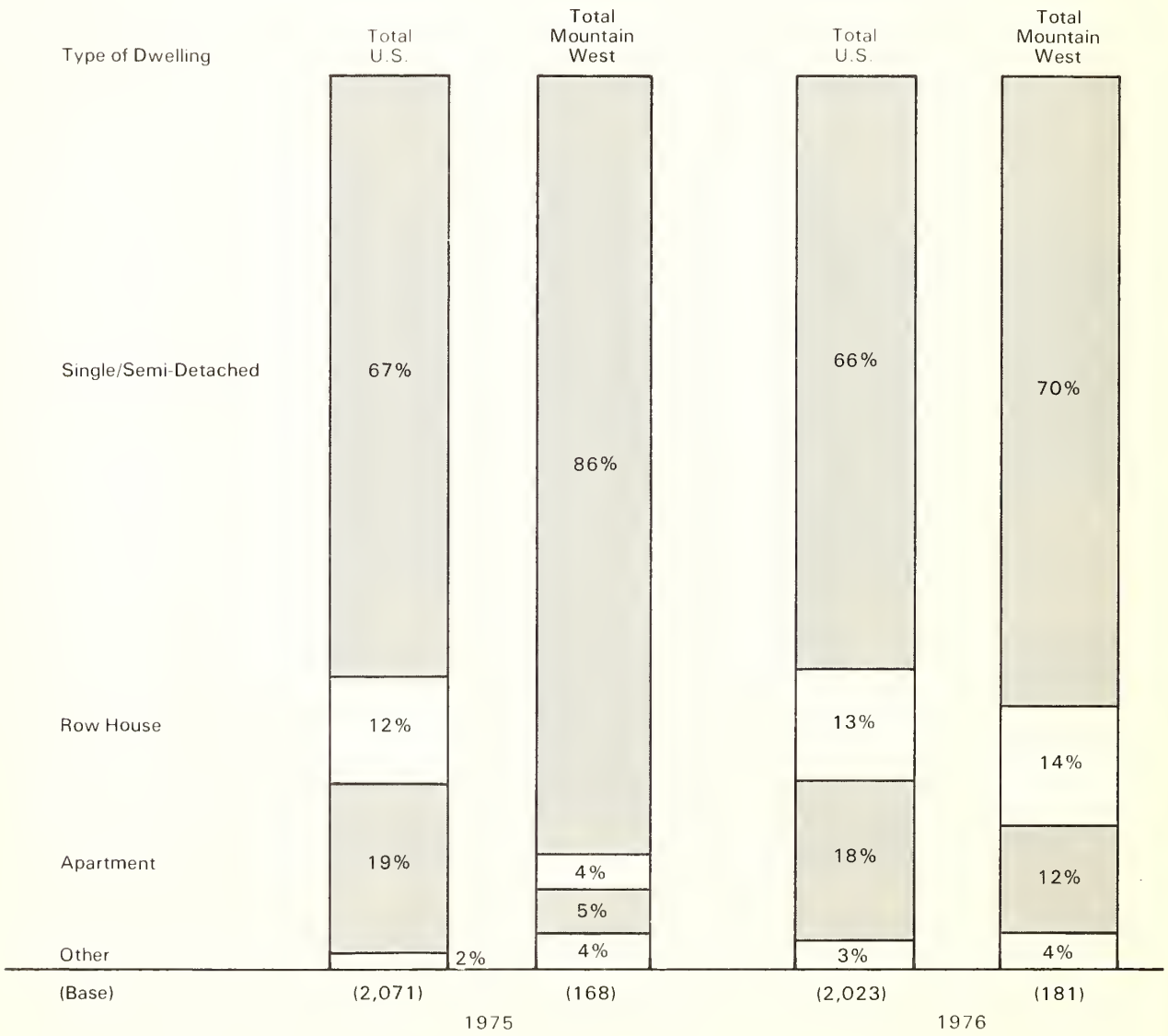
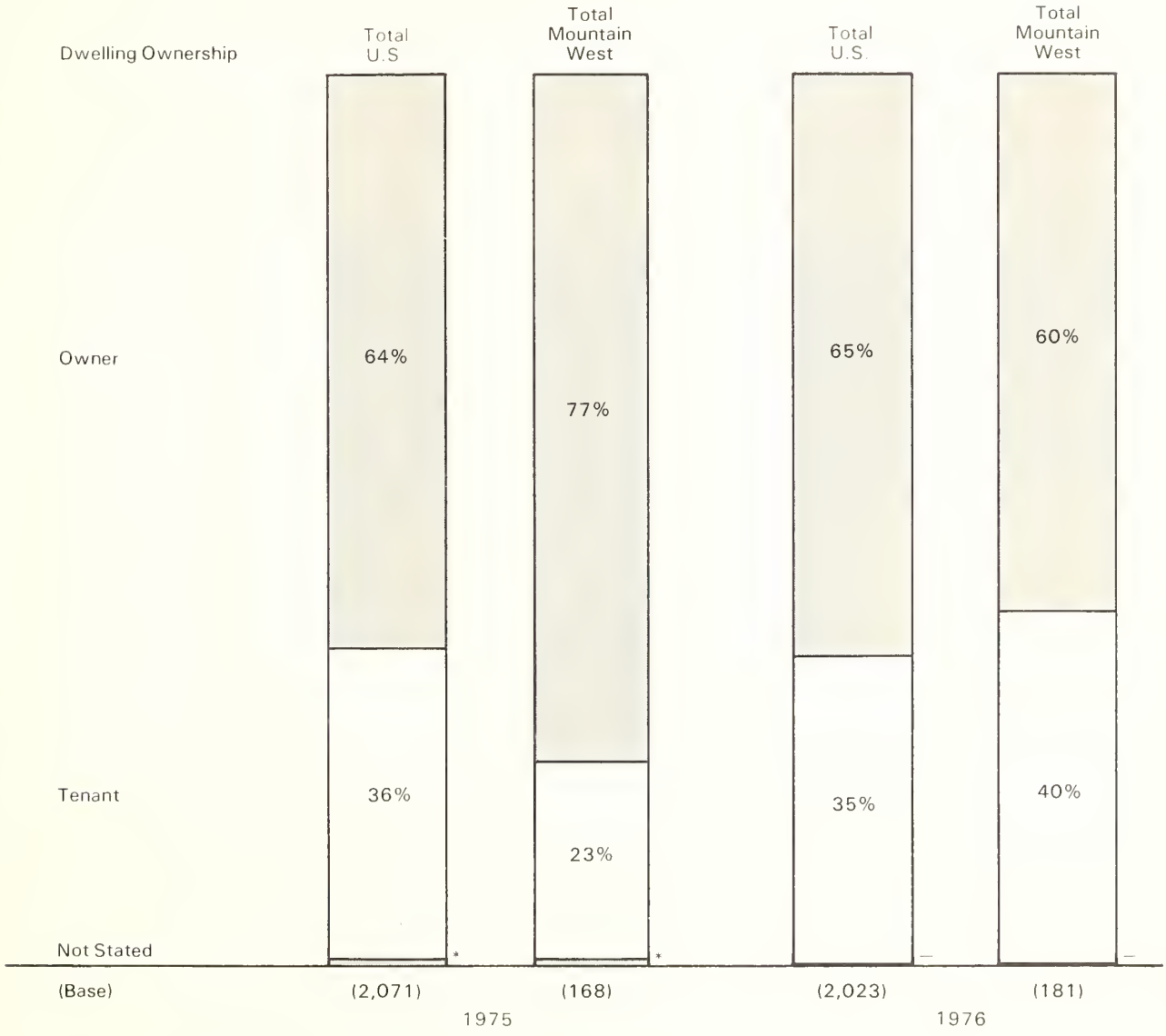


Chart 8

CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY DWELLING OWNERSHIP

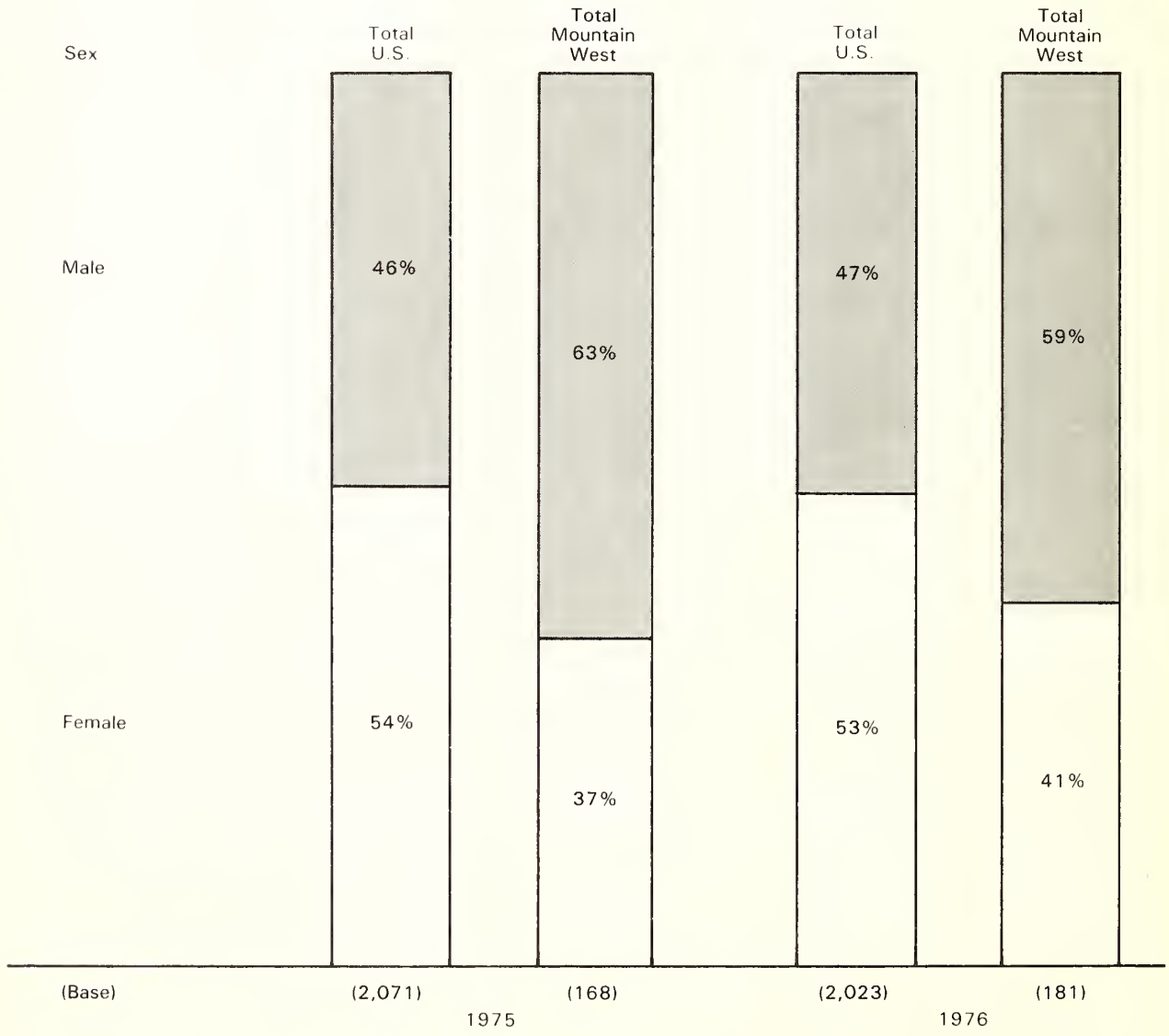


*Less than ½ of 1%

f) Sex

Canadian vacationers to the United States have in the past years included more women than men (54% were women in 1974 and 1975, 53% in 1976). The Mountain West region, on the other hand, remained more male-oriented. Fifty-nine percent of Canadians traveling to the region were men, compared to 47% for the U.S. overall, a slight decrease from the 63% noted in 1975.

Chart 9
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY SEX

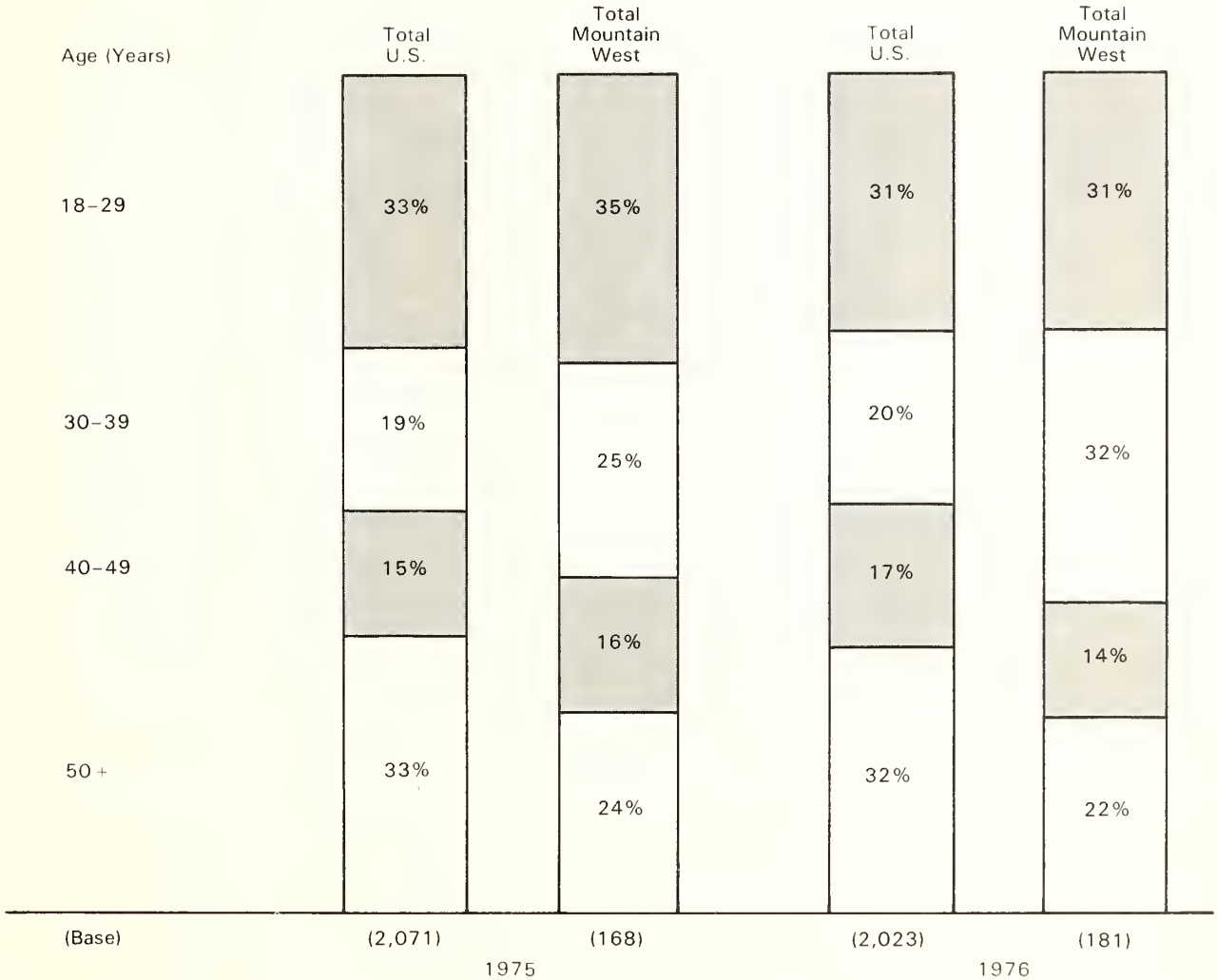


g) Age

Canadians vacationing in the Mountain West tended to be younger than Canadians visiting the United States as a whole; 63% of those visiting the region were under 40 years of age, compared to 51% for Canadians vacationing in the United States in general.

Differences were especially noticeable in the 30 to 39 age group which accounted for 32% of Canadian visitors to the Mountain West (vs. only 20% for the U.S. as a whole) and in the over-50 category, where the proportions were nearly the reverse (32% nationally, 22% in the region).

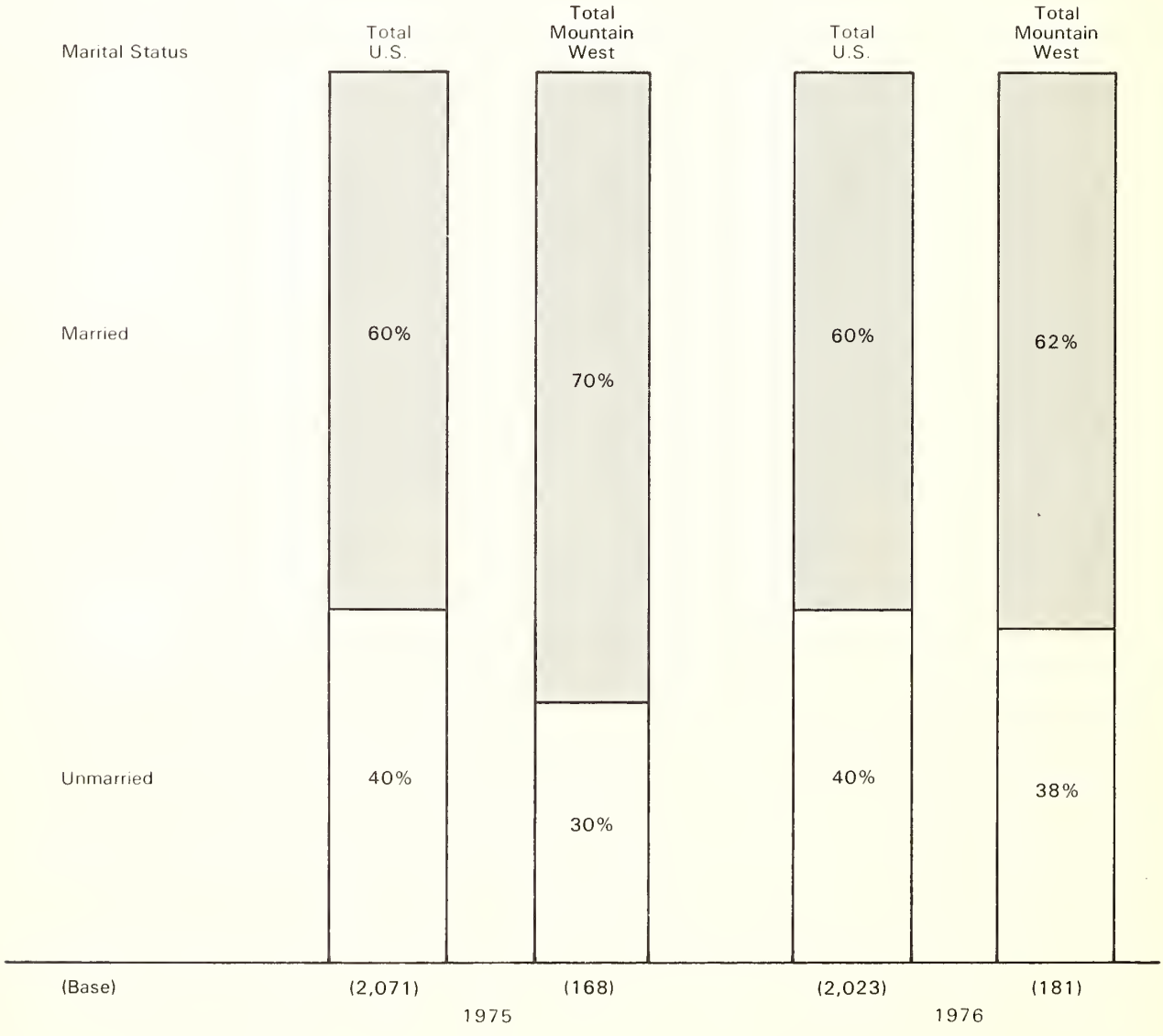
Chart 10
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY AGE



h) Marital Status

Since 1973, the proportion of married Canadians visiting the United States has remained constant at approximately 60%. Although the proportion of married Canadians visiting the Mountain West was even more pronounced in previous years, a trend toward single travelers continued in 1976, when 38% of the Mountain West's Canadian visitors were unattached, an increase from 30% in 1975, and 26% in 1974.

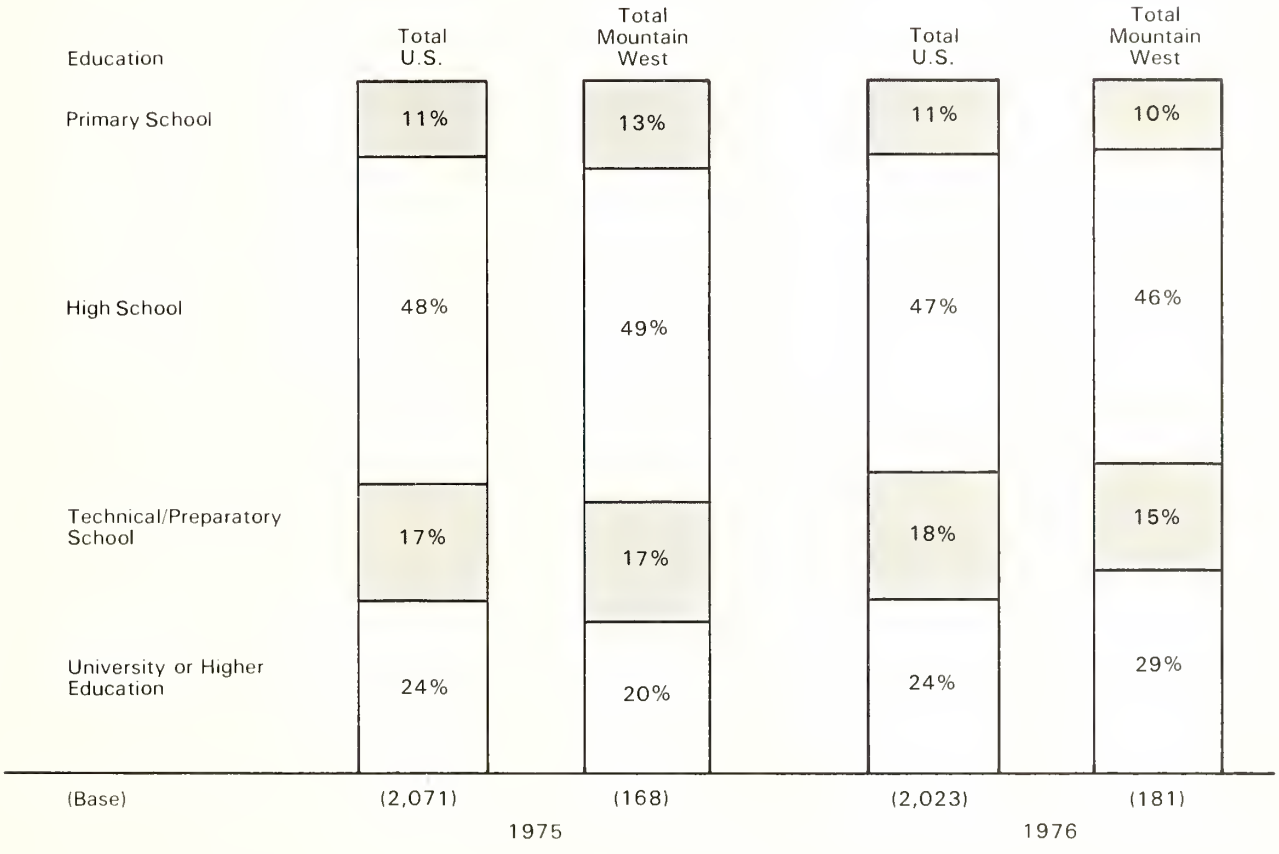
Chart 11
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY MARITAL STATUS



i) Education

Canadian vacationers in the Mountain West region in 1976 were not dissimilar from the Canadian travelers to the United States overall, except perhaps for their somewhat greater likelihood of having attended university. Thirty percent of all Canadians vacationing in the Mountain West attended a college or university, compared to 24% for the nation as a whole.

Chart 12
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY EDUCATION

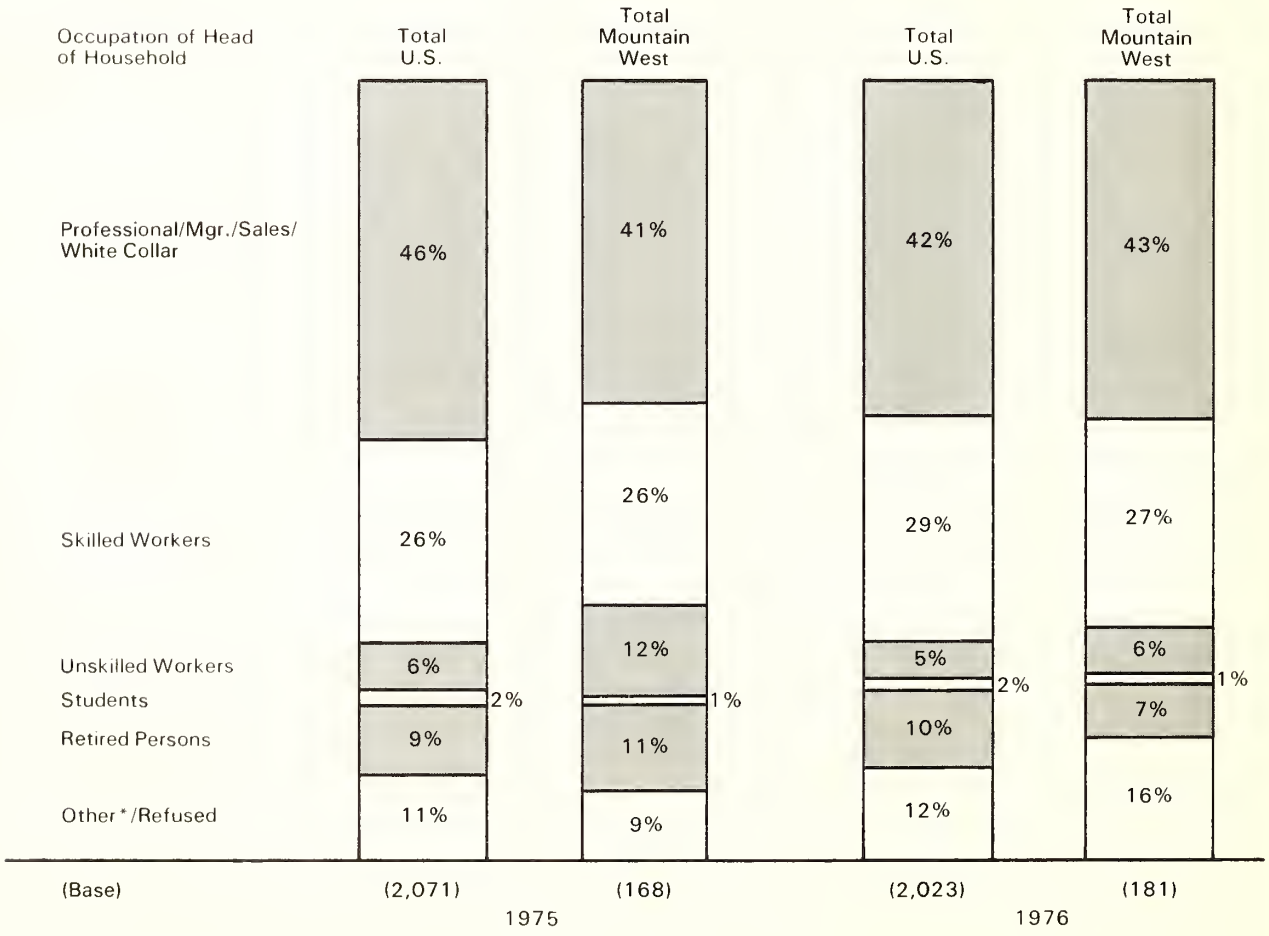


j) Occupation of Head of House

The largest group of Canadians visiting the Mountain West consisted of those belonging to households whose head was employed in a whole collar occupation (professional, manager, sales, and clerical personnel). Forty-three percent belonged to this category, virtually identical to the 42% of all Canadians vacationing in the U.S.

The remainder of the occupational categories were also distributed according to their overall proportion among Canadians visiting the U.S. as a whole.

Chart 13
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY OCCUPATION OF HEAD OF HOUSEHOLD

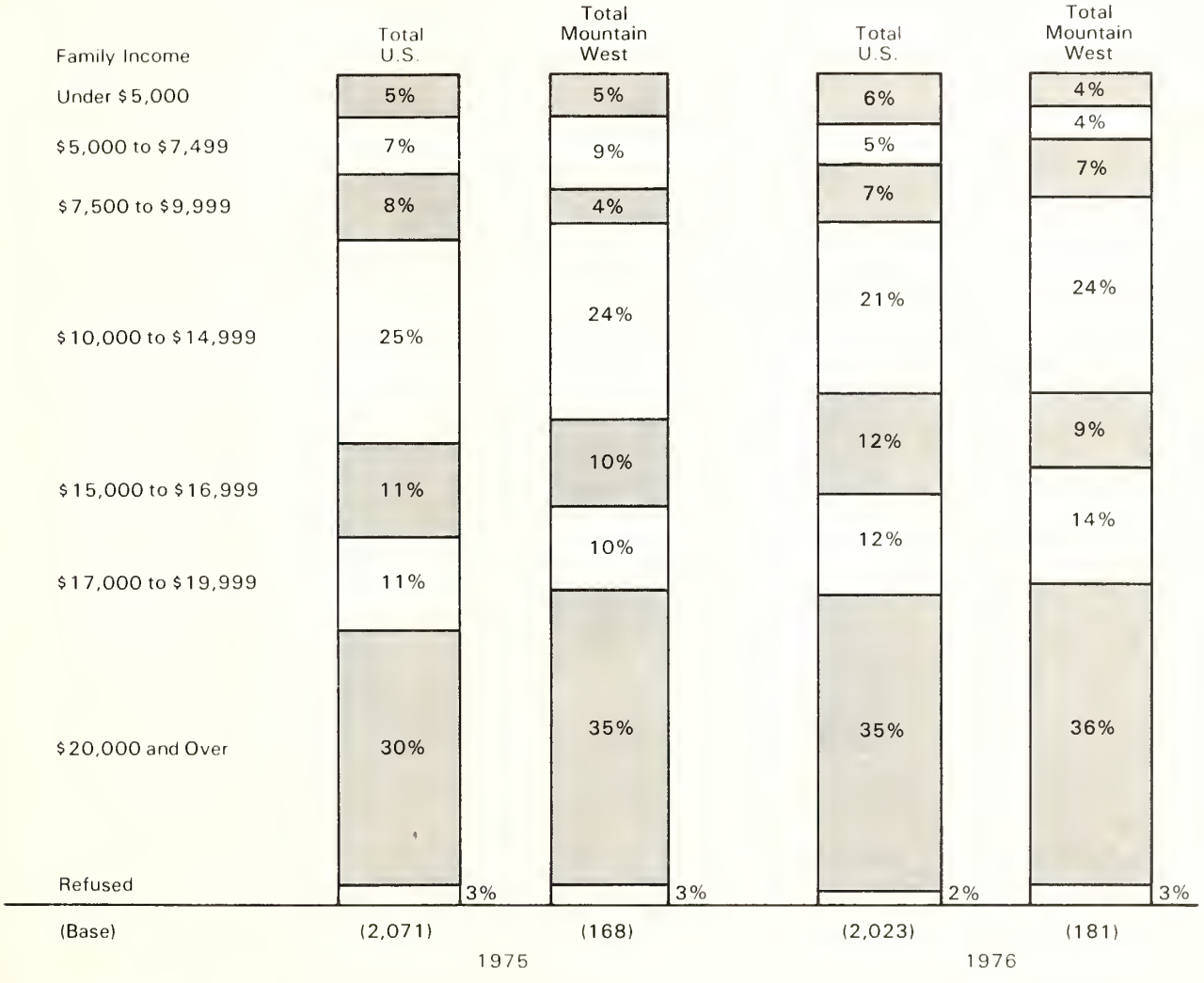


*Primarily includes housewives and farmers

k) Family Income

The family income distribution of Canadian vacationers to the Mountain West was similar to that of all Canadians visiting the U.S. Fifty-nine percent were members of families earning $15,000 or more per annum, virtually identical to the 58% of Canadians visiting the region.

Chart 14
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY FAMILY INCOME

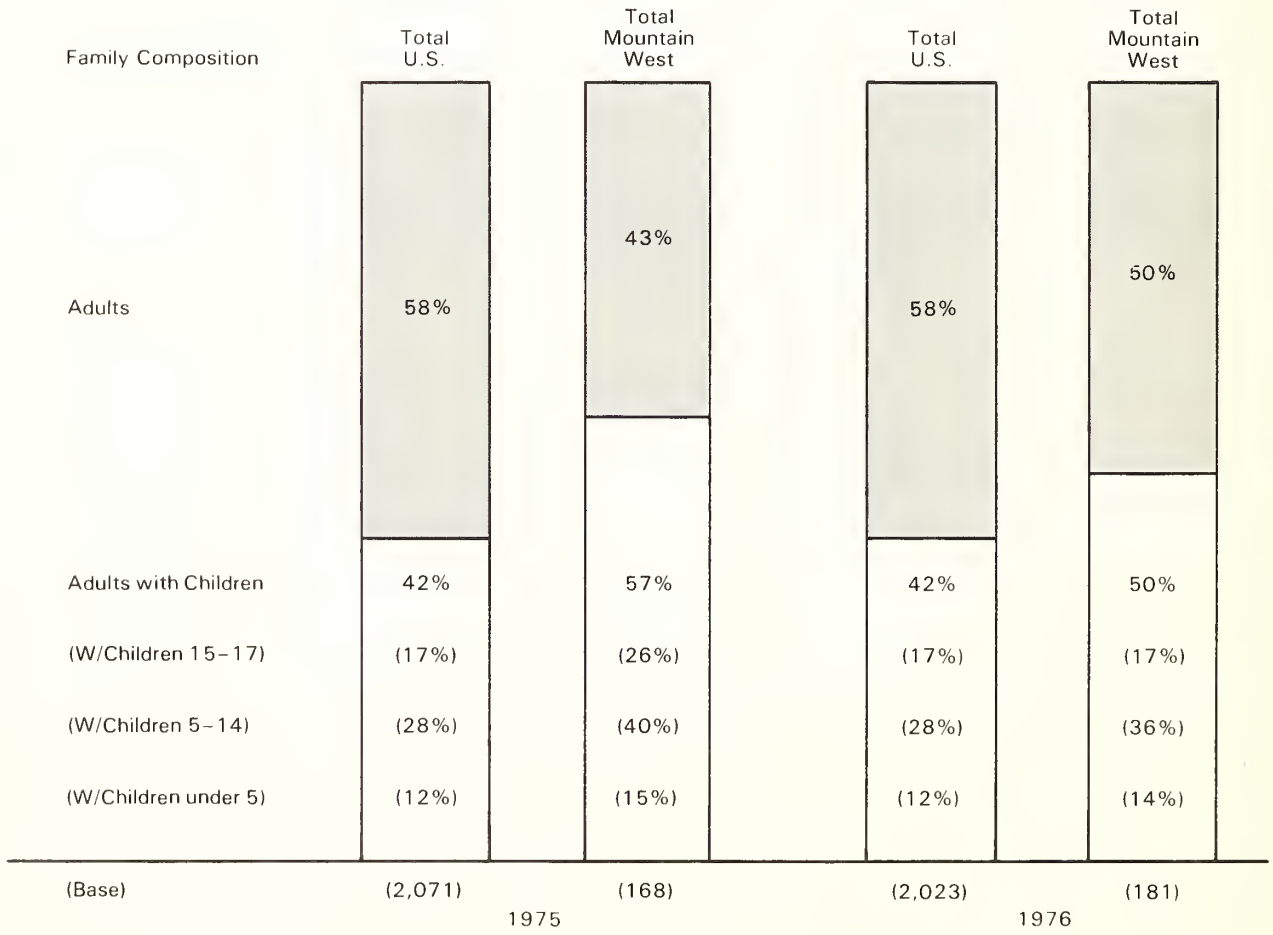


l) Family Composition

Half (50%) of Canadians visiting the Mountain West were members of "adults-only" households, an increase from 43% in 1975. This percentage, however, is still somewhat less than the 58% of Canadians visiting the U.S. as a whole.

Adults with children within the ages of 5 and 14 made up the next largest group (36% vs. 28% overall); those with older teenagers came next (17% for both the region and the nation); followed by those with children under 5 (14% and 12% for the region and the nation respectively).

Chart 15
CANADIAN VACATION TRAVELERS TO THE MOUNTAIN WEST IN 1976 BY FAMILY COMPOSITION



3. Trip Characteristics

Reviewed in this section are data pertaining to the following characteristics of 1976 Canadian vacation trips to the Mountain West region: purpose of trip/party size; mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

a) Purpose of Trip/Party Size

Sightseeing continued to be the key attraction to the Mountain West region in 1976. Fifty-eight percent indicated sightseeing as the main purpose of their trip, compared to only 43% of Canadians visiting the U.S. as a whole.

Visiting friends and relatives was the second most important purpose, cited by 39% of Canadian visitors to the Mountain West region in 1976, virtually unchanged from the 40% in 1975.

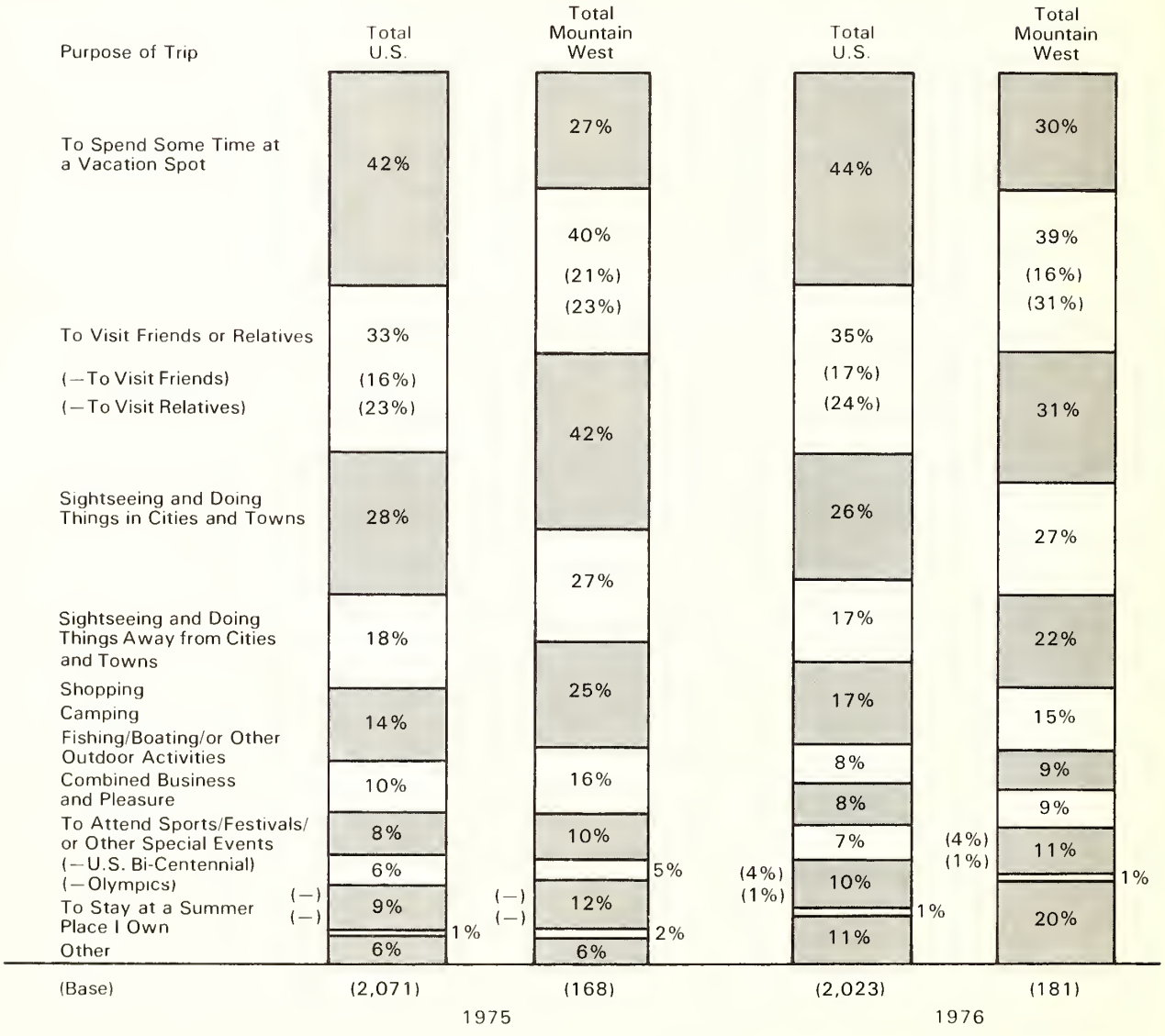
"Spending some time at a vacation spot" was the next most popular reason, attracting 30% of Canadians visiting the Mountain West, though substantially less important than for all Canadians visiting the United States (44%).

Camping, fishing, boating and other outdoor activities were another important attraction (24%). Camping, in particular, was mentioned more often as a trip purpose among Canadians visiting the region (15%) than among Canadians visiting the U.S. overall (8%).

The party size of Canadian visitors to the Mountain West averaged 2.5 adults, unchanged from 1975, and marginally lower than the 2.7 average for Canadians visiting the U.S. as a whole. (See Appendix B-2).

Chart 16

CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY PURPOSE OF TRIP



Note: Totals add to more than 100% due to multiple responses.

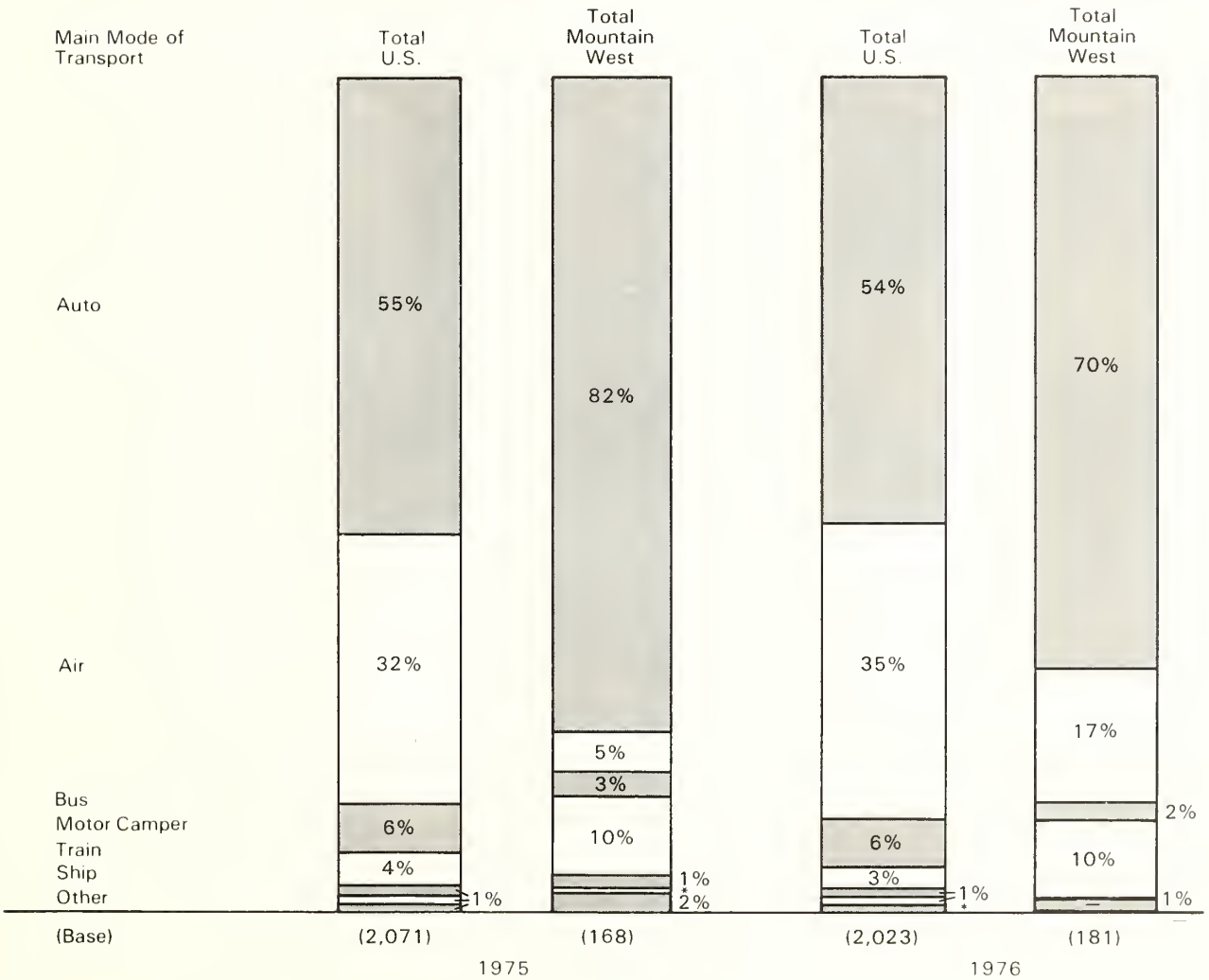
b) Main Mode of Transport

Car and motor campers remained the favored modes of transport of Canadians vacationing in the Mountain West. Eighty percent used these types of automotive vehicles to reach their destination, compared to only 57% for Canadians traveling to the U.S. as a whole.

Air travel increased in popularity among Canadian visitors to the region (from 5% in 1975 to 17% in 1976).

Other modes of transport in 1976 amounted to a negligible 3%.

Chart 17
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY MAIN MODE OF TRANSPORT



*Less than ½ of 1%

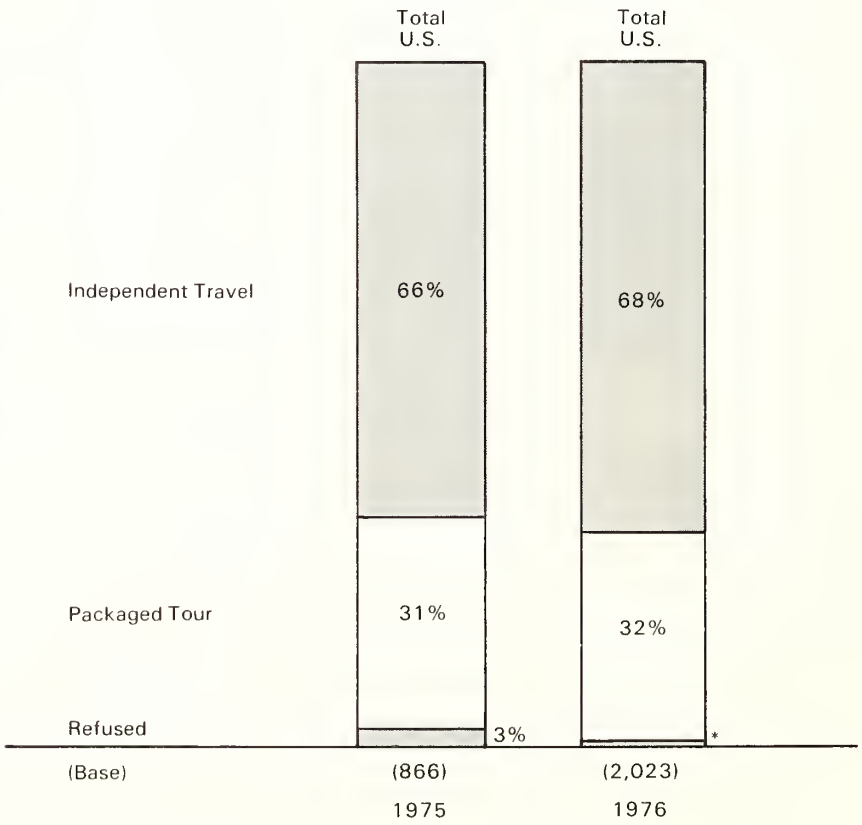
c) Use of Package Tours

The question pertaining to the use of package tours was asked only of those who traveled by common carrier. In view of the fact that this represented only 20% of Canadians traveling to the Mountain West Region in 1976, the total base of 181 yields too small a number to warrant a separate analysis.

For all Canadian vacationers in the U.S. however, 32% of those who traveled by common carrier in 1976 reported having taken advantage of some type of package tour on that trip.

Chart 18

CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY USE OF PACKAGED TOURS AMONG USERS OF PUBLIC TRANSPORTATION



*Less than ½ of 1%

d) Seasonality

A majority (51%) of Canadian vacationers in the Mountain West chose to start their trip in the third quarter (July through September), a period more popular than among all Canadian visitors to the U.S. (41%), despite a marginal decrease from the comparable period in 1975 (57%).

This decrease in third-quarter travel from 1975 was accompanied by shifts in the relative popularity of the actual months chosen. As indicated on the following chart, the popularity of July travel declined (from 32% in 1975 to 20%), while August travel increased to 22% from 14%.

Chart 19
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY SEASONALITY (QUARTERLY)

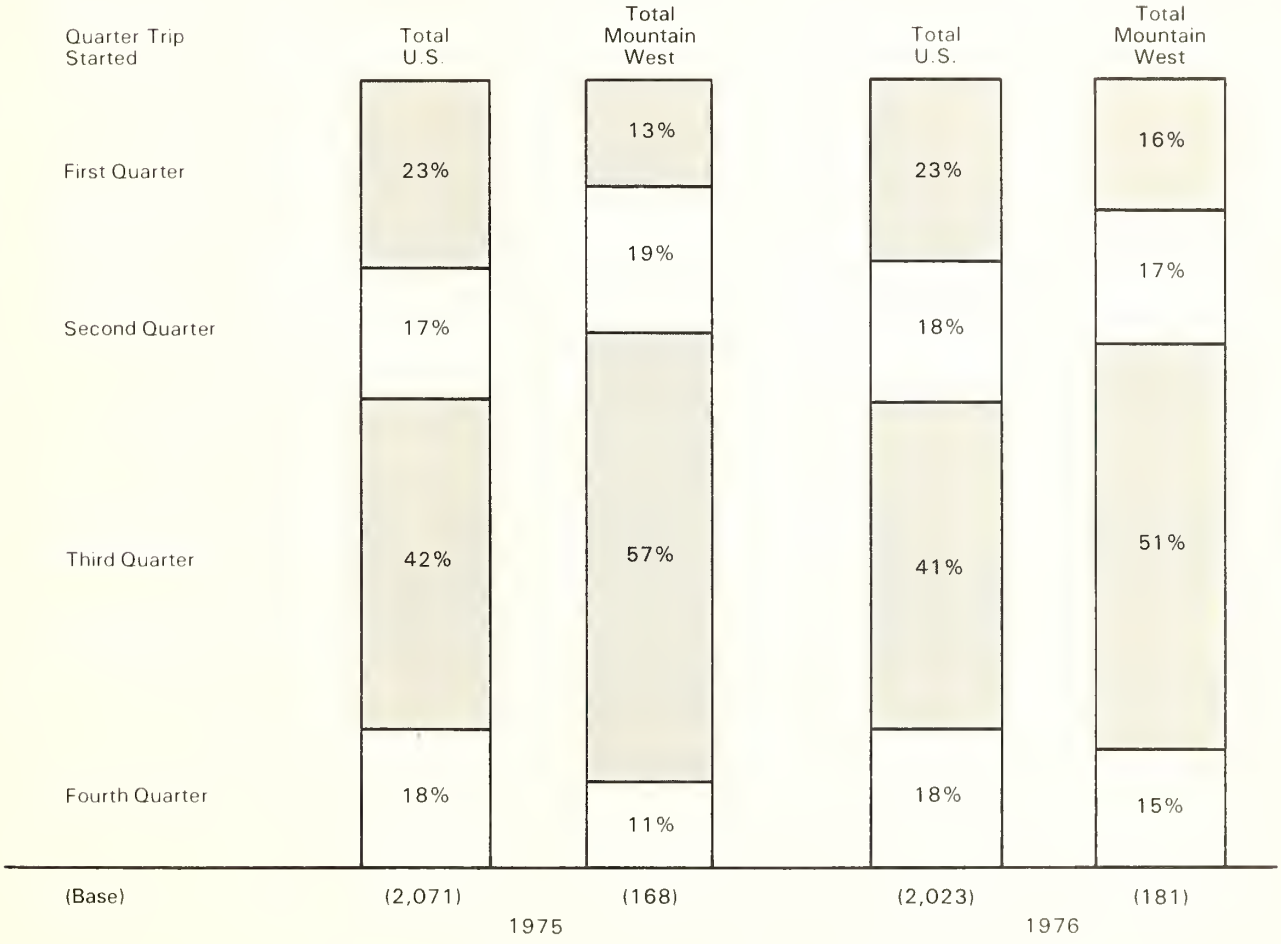
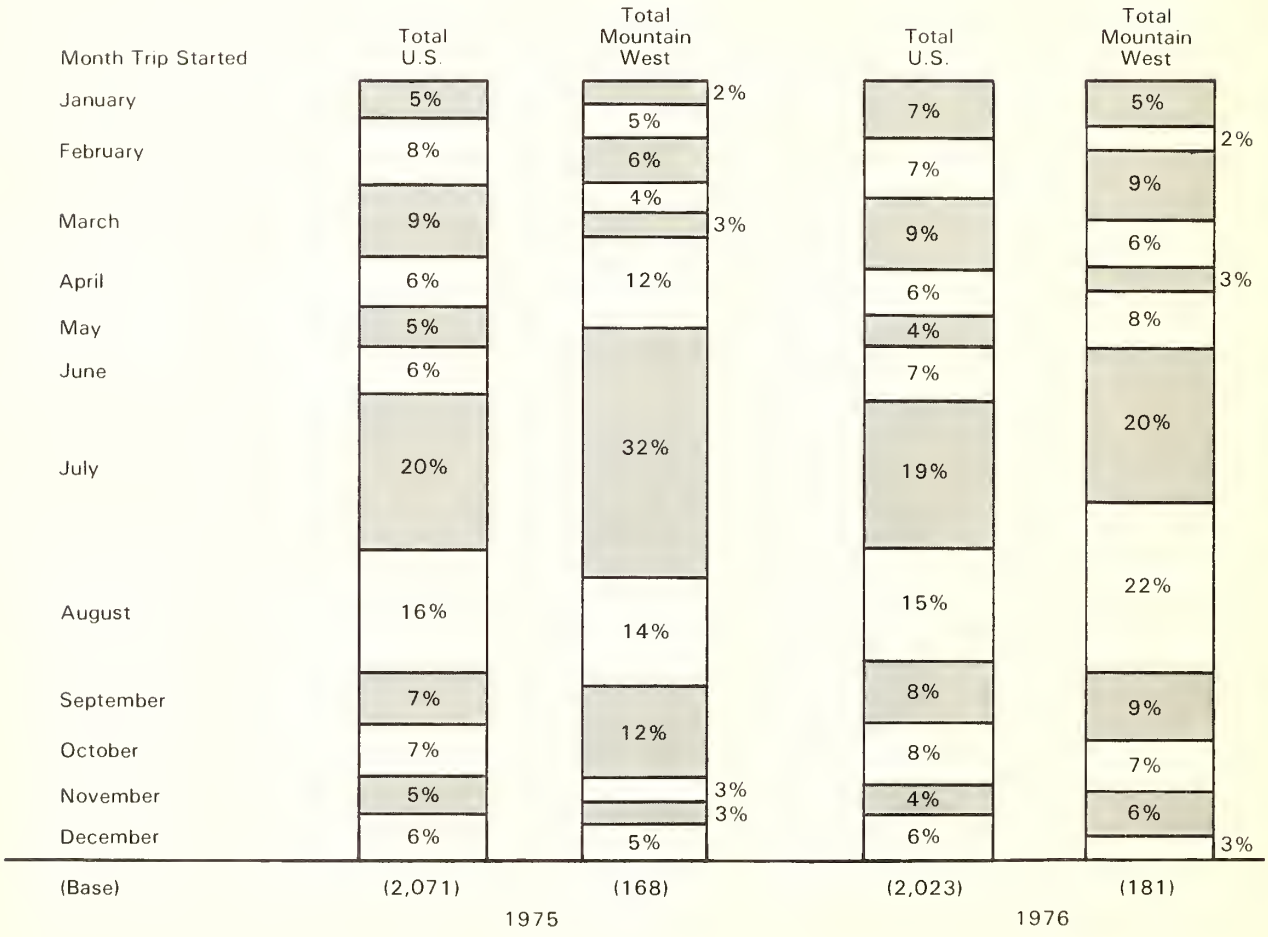


Chart 20

CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY SEASONALITY (BY MONTH)



e) Accommodation

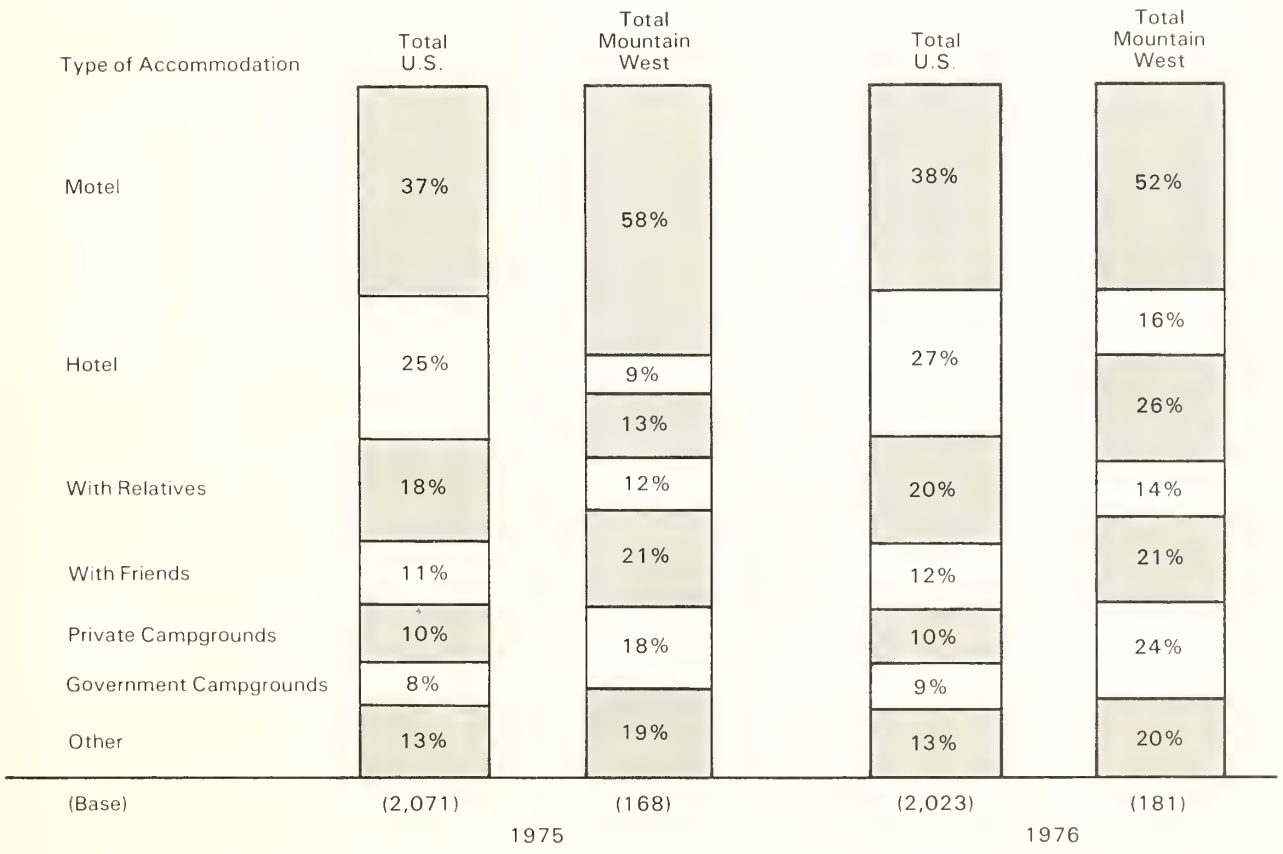
A majority (52%) of Canadians visiting the Mountain West Region stayed in motels, a form of accommodation more popular with them than with Canadians visiting the U.S. overall (38%).

Camping, whether at private or government campgrounds (21% and 24% respectively) was also more popular among Canadian visitors to the Mountain West than among Canadians visiting the U.S. as a whole (10% and 9% respectively).

Despite an increase in the use of hotels (from 9% in 1975 to 16% in 1976), this type of accommodation remained less popular than among Canadian vacationers to the U.S. overall (27%).

Chart 21

CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY TYPE OF ACCOMMODATION



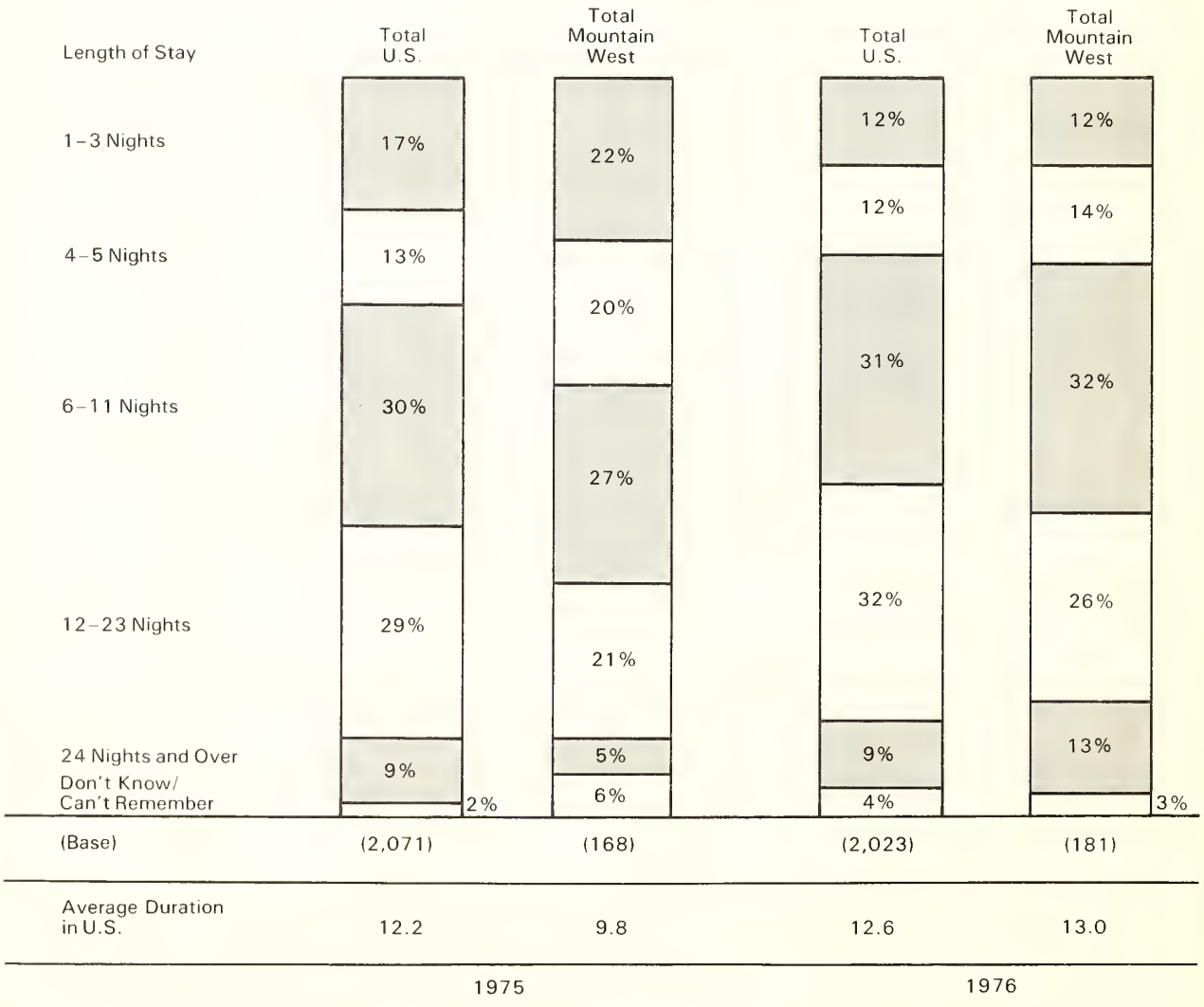
Note: Totals add to more than 100% due to multiple responses

f) Length of Stay

The length of stay among Canadian vacationers to the Mountain West averaged 13.0 nights, an increase over the 1975 average of 9.8 nights which allowed the region to marginally surpass the national figure of 12.6 nights.

Possibly related to the influx of visitors from Ontario, the increase was particularly noticeable in stays of 24 nights or longer which more than doubled from 1975 (5% to 13% in 1976).

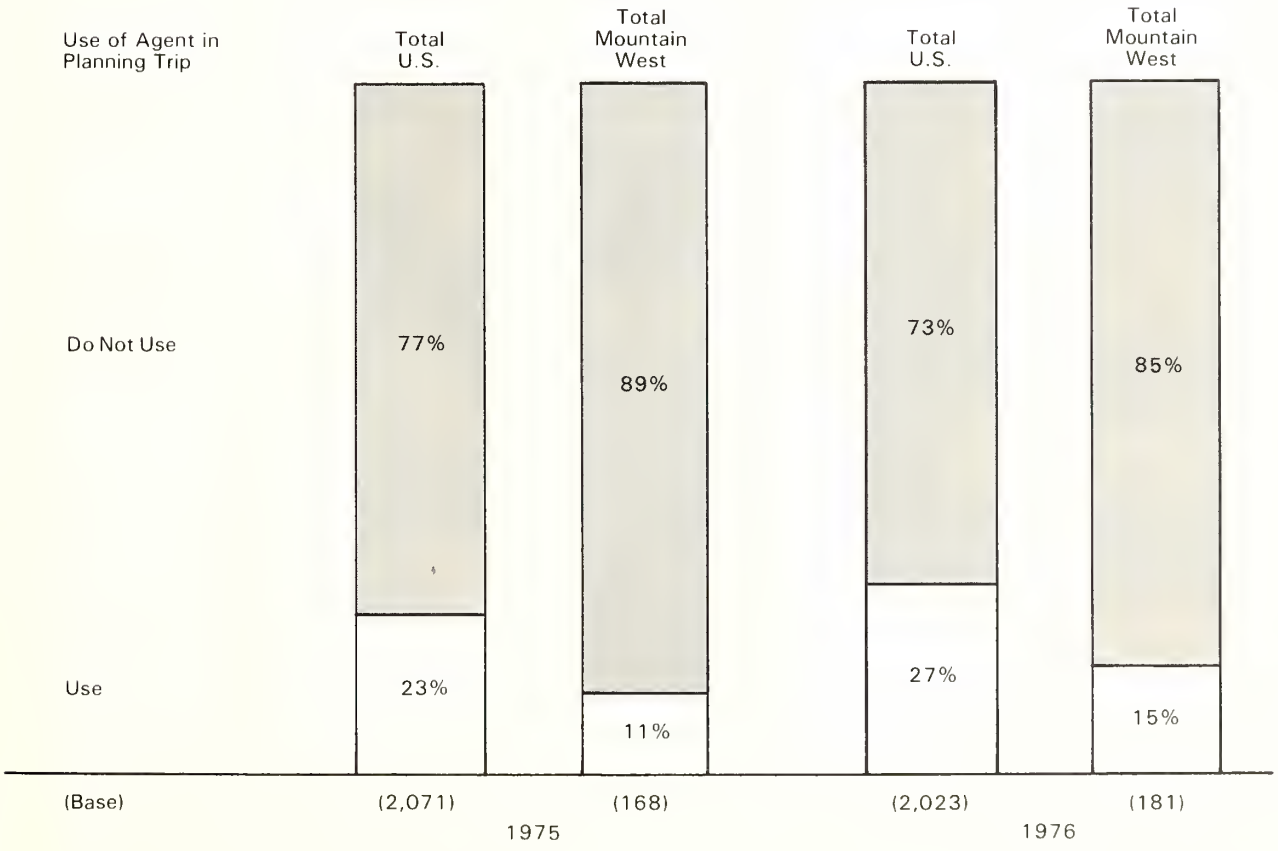
Chart 22
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY LENGTH OF STAY



g) Use of a Travel Agent

The dominance of automobile travel to the Mountain West Region contributed to the relatively low usage of travel agents in trip planning. Only 15% of Canadian visitors to the region (compared to 27% of those to the U.S. overall) indicated they used a travel agent.

Chart 23
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY THE USE OF A TRAVEL AGENT

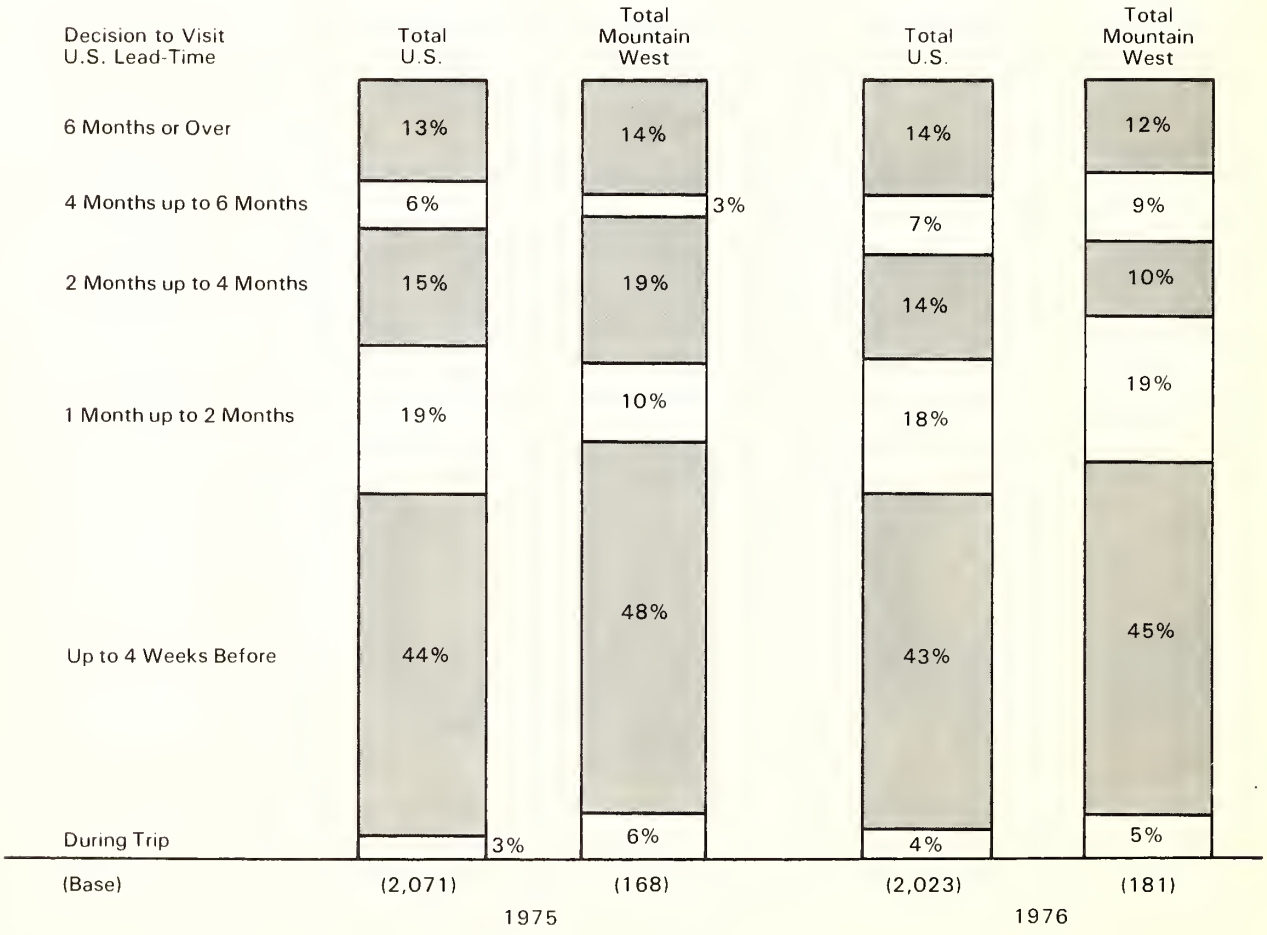


b) Decision Lead Time

Half (50%) of Canadians visiting the Mountain West Region started their trip within 4 weeks of having decided to do so (including 5% who decided while traveling). This proportion is similar to the 47% for Canadians vacationing in the U.S. as a whole.

There were however, some variations between 1975 and 1976. The proportion of Canadians taking a vacation trip to the Mountain West who had planned their trip from 4 to 6 months ahead of time increased (from 3% in 1975 to 9% in 1976) as did those who had planned their trip from 1 to 2 months (10% to 19%). Conversely, the proportion of those whose plans had been finalized 2 to 4 months previously decreased from 19% in 1975 to 10% in 1976.

Chart 24
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY DECISION LEAD-TIME



i) Favorable Impressions of the U.S.

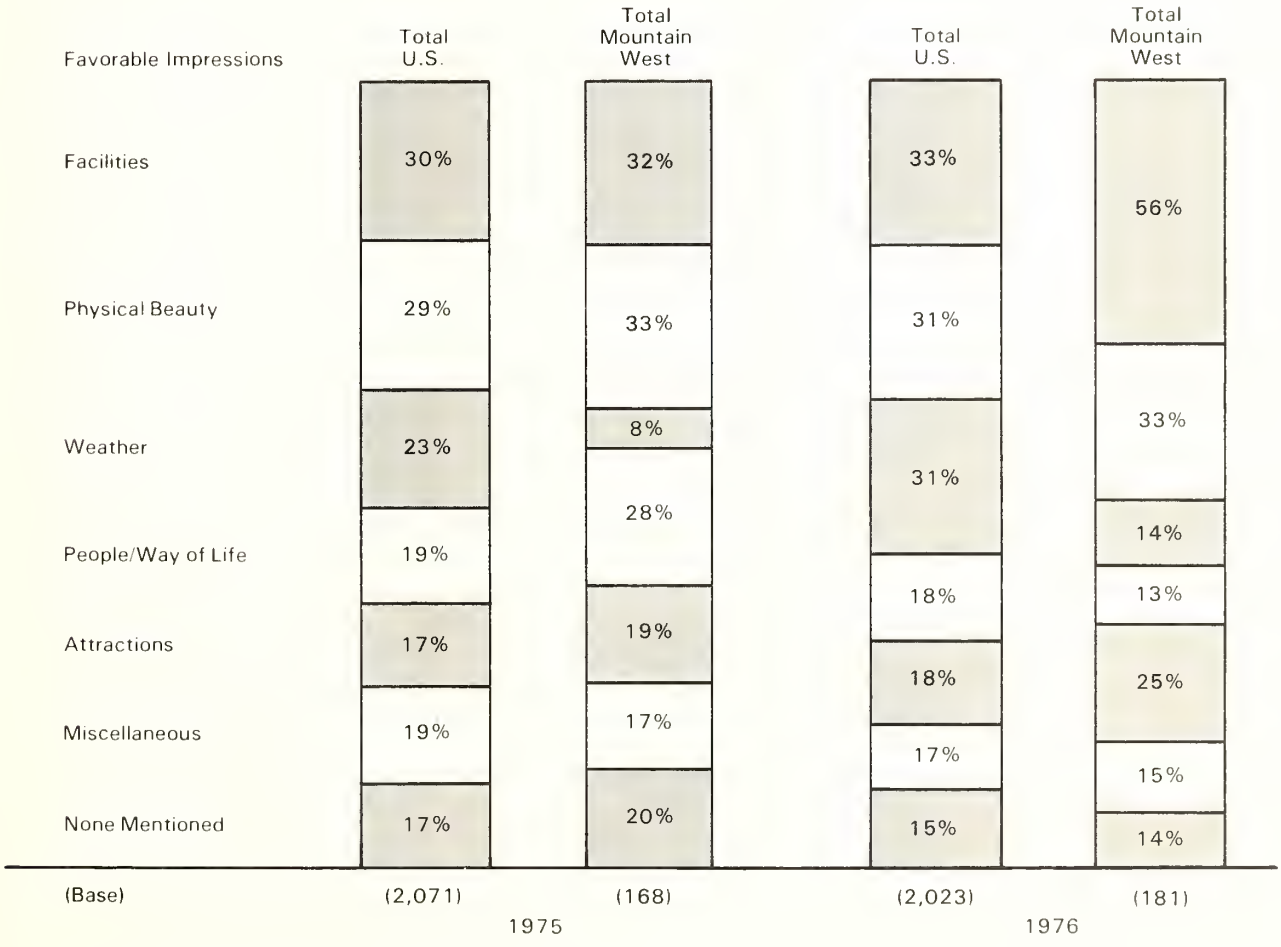
Given the Mountain West's outdoor orientation in terms of both trip purpose and accommodations, it was not surprising that mention of facilities (56%) and the physical beauty (33%) ranked high on the list of favorable impressions of Canadian visitors to the region in 1976.

Though the mention of physical beauty was the same as in 1975, and similar to the level for Canadians visiting the U.S. as a whole, facilities (at 56%) received a much higher rating among Canadian visitors to the region than among those visiting the nation overall (33%), and more so than in 1975 (32%).

Favorable mentions of the weather also increased from 1975 (14% in 1976 from 8% the previous year), though still not as favorably regarded as among Canadians visiting the nation overall (31%).

Specific attractions were favorably remembered by 25% of the region's Canadian visitors (vs. 19% in 1975), while the people and their way of life were recalled favorably by only 13% (vs. 28% in 1975).

Chart 25
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY FAVORABLE IMPRESSIONS OF U.S.



Note: Totals add to more than 100% due to multiple responses

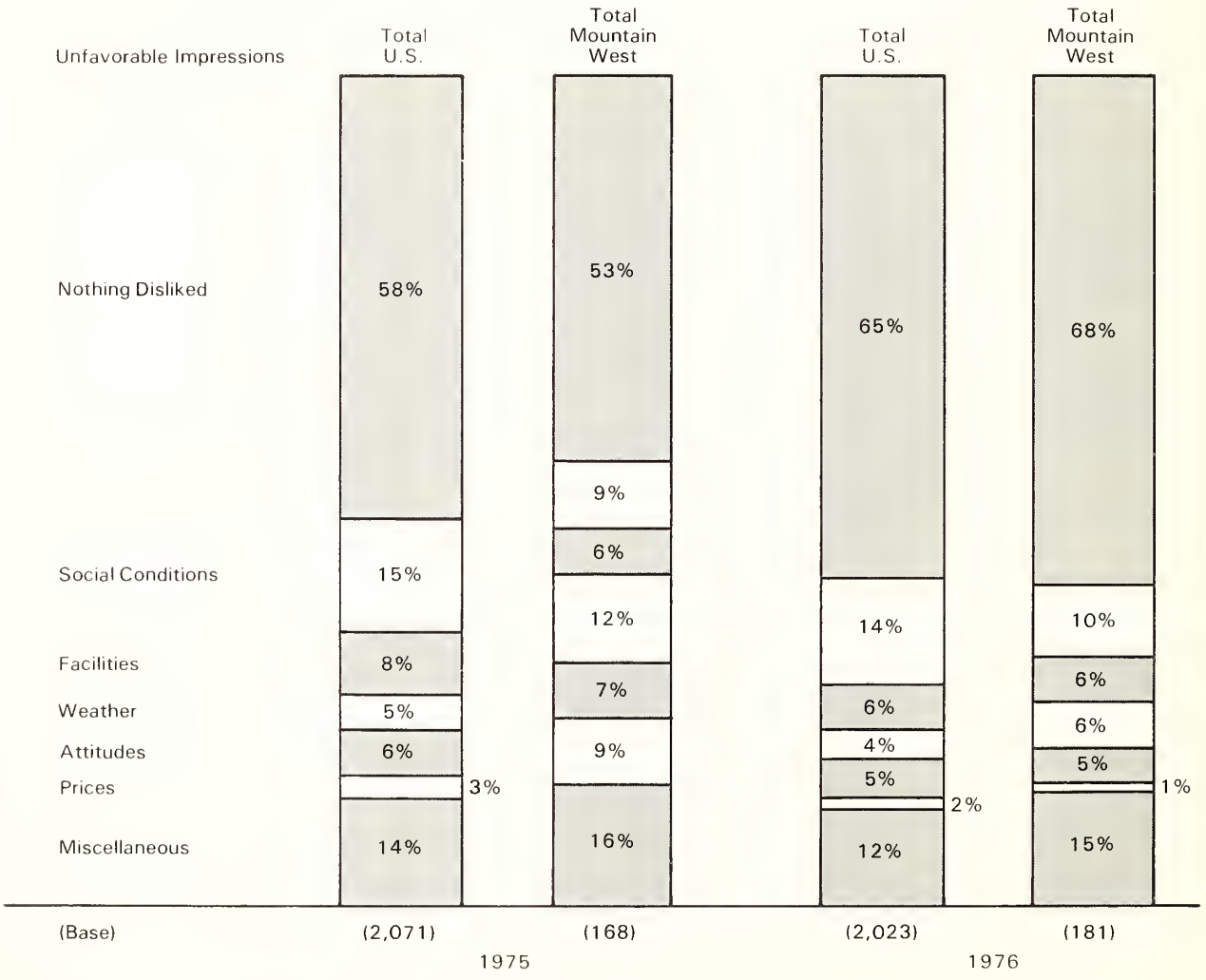
j) Unfavorable Impressions of the U.S.

A two-thirds majority (68%) of Canadians visiting the Mountain West could recall no unfavorable impressions of their visit to the United States, an encouraging increase from 53% in 1975.

"Social conditions" (primarily urban-related problems such as pollution, overcrowding and traffic) was the single largest category of criticism among Canadian visitors to the region (10%), though mentioned somewhat less often than by Canadian visitors to the U.S. as a whole (14%).

Mention of the weather as an unfavorable impression decreased from the 12% of Canadian vacationers to the Mountain West in 1975 to 6% in 1976; unfavorable remembrance of prices also decreased, from 9% in 1975 to 1% in 1976.

Chart 26
CANADIAN VACATION TRIPS TO THE MOUNTAIN WEST IN 1976 BY UNFAVORABLE IMPRESSIONS OF U.S.



Note: Totals add to more than 100% due to multiple responses

APPENDICES

Appendix A

I. DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. NEW ENGLAND

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

2. EASTERN GATEWAY

New Jersey
New York

3. GEORGE WASHINGTON COUNTRY

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

4. THE SOUTH

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

5. GREAT LAKES COUNTRY

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

6. MOUNTAIN WEST

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

7. FRONTIER WEST

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

8. FAR WEST

Alaska
California
Idaho
Nevada
Oregon
Washington

9. ISLANDS

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

II. DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays." Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have acquired explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

"Vacation trip" essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

III. METHODOLOGY

This survey was conducted by Traveldata International using a national probability sample including all but 7% of the entire Canadian population (i.e. persons mainly in institutions or in northern regions of the country). The data are based on approximately 10,000 personal interviews with individuals 18 years and over. Checkbacks were made with approximately 20% of the interviews completed by each interviewer as a quality control measure. Details were recorded for up to three vacation trips per respondent to minimize seasonal bias. No more than two percent of the respondents took more than three such trips, so this survey represents virtually a complete sample of all vacation trips.

Appendix B

Appendix B–1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

(Regional Data Prorated to Equal 100%)

	Base (Trips)		Estimated Household Trips		Estimated Number Canadian Arrivals		Percent of Total Vacation Arrivals		Regional Expenditures in the U.S. ($million)		Percent of total Canadian vacation Expenditures	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
New England	(392)	(390)	309,000	295,000	527,000	500,000	16%	14%	$ 57	$ 78	7%	8%
(Maine)	(206)	(184)	156,000	134,000	264,000	246,000	8	7	30	39	4	4
(Massachusetts)	(106)	(109)	93,000	83,000	132,000	157,000	4	4	18	22	2	2
Eastern Gateway	(365)	(274)	316,000	252,000	527,000	436,000	16	12	79	77	10	8
(New York)	(268)	(224)	227,000	213,000	362,000	360,000	11	10	61	63	8	6
(New Jersey)	(108)	(64)	96,000	51,000	165,000	98,000	5	3	24	21	3	2
George Washington County	(104)	(118)	79,000	104,000	131,000	193,000	4	5	27	49	3	5
The South	(481)	(443)	409,000	427,000	658,000	725,000	20	21	217	249	28	25
(Florida)	(392)	(372)	338,000	360,000	560,000	610,000	17	17	199	234	26	23
Great Lakes Country	(224)	(197)	209,000	213,000	330,000	346,000	10	10	51	85	7	9
Mountain West	(168)	(181)	143,000	152,000	231,000	258,000	7	7	48	72	6	7
Frontier West	(48)	(89)	51,000	81,000	66,000	126,000	2	4	28	75	4	7
Far West	(441)	(542)	380,000	407,000	626,000	674,000	19	19	152	183	20	18
(California)	(194)	(249)	162,000	213,000	264,000	335,000	8	10	94	141	12	14
(Washington)	(195)	(228)	156,000	154,000	264,000	274,000	8	8	37	45	5	5
U.S. Islands	(144)	(189)	115,000	147,000	165,000	255,000	5	7	105	127	14	13
U.S. Unspecified	(43)	(4)	35,000	2,000	33,000	4,000	1	*	13	1	2	
Total U.S. Mainland	(1,937)	(1,853)	1,931,000	1,934,000	3,129,000	3,262,000	95	93	672	869	86	87

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

Regions and States	Base (Trips)		Average number of adults on trips		Average number of adults from own household		Average number of nights spent in U.S.	
	1975	1976	1975	1976	1975	1976	1975	1976
New England	(392)	(390)	3.06	2.76	1.68	1.81	8.6	8.6
(Maine)	(206)	(184)	3.12	2.87	1.72	1.82	8.7	7.7
(Massachusetts)	(106)	(109)	2.84	2.69	1.58	1.87	11.0	9.5
Eastern Gateway	(365)	(274)	2.71	2.91	1.61	1.71	9.3	10.8
(New York)	(268)	(224)	2.58	2.69	1.58	1.67	9.0	11.1
(New Jersey)	(108)	(64)	3.06	3.73	1.69	1.92	9.8	11.3
George Washington Country	(104)	(118)	2.70	2.60	1.74	1.84	11.1	15.0
The South	(481)	(443)	2.78	2.83	1.62	1.68	19.7	17.3
(Florida)	(392)	(372)	2.72	2.72	1.62	1.68	21.1	18.3
Great Lakes Country	(224)	(197)	2.84	2.44	1.52	1.61	13.6	12.5
Mountain West	(168)	(181)	2.52	2.53	1.67	1.68	9.8	13.0
Frontier West	(48)	(89)	2.81	2.31	1.48	1.55	28.2	20.3
Far West	(441)	(542)	2.49	2.59	1.60	1.64	12.6	12.6
(California)	(194)	(249)	2.39	2.32	1.58	1.56	18.1	16.2
(Washington)	(195)	(228)	2.30	2.81	1.73	1.76	9.8	9.5
U.S. Islands	(144)	(189)	3.06	3.00	1.50	1.72	12.7	16.3
U.S. Unspecified	(43)	(4)	2.76	2.00	1.50	2.00	12.8	8.1
Total U.S. Mainland	(1,937)	(1,853)	2.73	2.68	1.61	1.68	12.2	12.4
Total U.S.	(2,071)	(2,023)	2.76	2.72	1.61	1.69	12.2	12.6

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
New England	(392)	(390)	$365	$435	$42	$50	$119	$158	$14	$18
(Maine)	(206)	(184)	382	486	42	63	122	169	13	22
(Massachusetts)	(106)	(109)	397	421	36	45	140	157	13	17
Eastern Gateway	(365)	(274)	453	564	48	53	167	194	18	18
(New York)	(268)	(224)	444	519	48	47	172	193	19	17
(New Jersey)	(108)	(64)	489	875	49	76	160	235	16	20
George Washington Country	104)	(118)	570	721	54	48	211	277	20	18
The South	(481)	(443)	870	1,061	55	63	313	375	20	22
(Florida)	(392)	(372)	1,023	1,134	54	64	376	417	20	24
Great Lakes Country	(224)	(197)	489	677	37	54	172	277	13	22
Mountain West	(168)	(181)	543	763	59	55	215	302	23	22
Frontier West	(48)	(89)	1,118	1,497	41	69	398	648	15	30
Far West	(441)	(542)	671	799	57	66	269	308	23	25
(California)	(194)	(249)	899	1,065	55	69	376	459	23	30
(Washington)	(195)	(228)	465	502	55	52	202	179	24	19
U.S. Islands	(144)	(189)	1,531	1,634	122	95	500	545	40	32
U.S. Unspecified	(43)	(4)	798	641	64	56	289	321	23	28
Total U.S. Mainland	(1,937)	(1,853)	592	709	52	58	217	265	19	22
Total U.S.	(2071)	(2,023)	651	770	57	62	236	283	21	23

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip	Total Party Size
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1976	1976
Expenditures in U.S. only:																		
Total	(2,071)	(2,023)	$ 651	$ 770	$236	$283	$57	$62	$21	$23	12.2	13.0	2.76	2.72	1.61	1.69	.53	3.20
Residence:																		
Atlantic Provinces	(180)	(166)	581	660	210	214	58	54	21	18	9.6	12.4	2.77	3.08	1.75	1.80	.64	3.64
Quebec	(545)	(508)	581	737	186	264	50	52	16	19	12.8	14.1	3.13	2.79	1.65	1.67	.52	3.26
French Quebec	(403)	(359)	588	717	176	232	53	60	16	19	12.6	11.7	3.34	3.09	1.69	1.75	.61	3.62
English Quebec	(142)	(149)	564	780	215	359	44	41	17	19	13.5	19.2	2.62	2.17	1.55	1.52	.45	2.51
Ontario	(738)	(596)	656	768	248	286	56	69	21	26	12.5	12.1	2.68	2.68	1.58	1.68	.49	3.16
Prairiess	(277)	(285)	722	787	252	292	64	64	22	24	11.7	12.0	2.87	2.69	1.55	1.66	.61	3.25
British Columbia	(319)	(468)	723	835	333	323	69	69	32	27	11.9	11.7	2.17	2.58	1.61	1.70	.54	3.06
City of residence: *																		
Vancouver	(181)	(262)	763	873	332	343	71	71	31	28	11.8	11.5	2.30	2.54	1.69	1.69	.60	3.06
Calgary/Edmonton	(60)	(80)	958	926	352	351	82	60	30	23	11.5	14.7	2.72	2.64	1.32	1.53	.52	3.00
Winnipeg	(64)	(59)	641	764	283	324	44	65	19	28	16.0	11.6	2.26	2.36	1.69	1.61	.38	2.74
Toronto	(290)	(192)	617	760	260	321	47	69	20	29	13.9	11.4	2.37	2.37	1.50	1.52	.35	2.78
Montreal	(305)	(286)	608	768	205	306	52	50	18	20	12.4	15.6	2.97	2.51	1.63	1.62	.45	2.92
English	(101)	(104)	596	844	231	380	48	38	19	17	12.9	20.3	2.58	2.22	1.54	1.52	.37	2.59
French	(173)	(164)	629	751	195	272	57	63	18	23	11.7	11.5	3.22	2.76	1.68	1.69	.53	3.22
Other	(31)	(18)	540	643	181	285	39	54	13	24	14.9	18.0	2.98	2.26	1.65	1.72	.33	2.58
Community size:																		
Urban	(1,727)	(1,671)	648	780	241	291	56	63	21	24	12.2	12.6	2.69	2.68	1.60	1.67	.49	3.14
Rural	(344)	(352)	672	708	211	245	65	58	20	20	12.3	12.3	3.19	2.89	1.66	1.77	.74	3.58

Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip	Total Party Size
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1976	1976
Sex:																		
Male	(944)	(952)	$ 644	$ 846	$241	$312	$60	$70	$22	$26	11.7	12.4	2.75	2.71	1.63	1.65	.42	3.10
Female	(1,127)	(1,071)	639	698	232	257	55	55	20	20	12.7	12.7	2.76	2.72	1.59	1.72	.63	3.30
Age:																		
18 to 29	(626)	(570)	605	643	210	221	56	57	19	20	10.6	11.2	2.91	2.91	1.43	1.50	.31	3.22
30 to 39	(401)	(404)	623	1,022	238	402	69	83	26	33	9.3	11.9	2.62	2.54	1.69	1.78	1.07	3.53
40 to 49	(337)	(327)	706	837	263	316	74	80	28	30	9.7	10.1	2.68	2.65	1.90	1.87	.96	3.59
50 and over	(707)	(722)	696	711	256	268	47	48	17	18	16.7	15.6	2.72	2.65	1.61	1.70	.19	2.79
Language:																		
French Quebec	(405)	(359)	588	718	176	232	53	60	16	19	12.6	11.7	3.34	3.09	1.69	1.75	.61	3.62
Rest of Canada	(1,666)	(1,664)	665	782	254	297	58	63	22	24	12.2	12.8	2.62	2.63	1.59	1.67	.51	3.12
Marital Status:																		
Single	(425)	(436)	622	673	211	246	54	55	18	20	11.5	12.3	2.95	2.74	1.22	1.34	.18	2.93
Married	(1,480)	(1,413)	679	798	250	290	62	68	23	25	12.2	11.8	2.72	2.75	1.89	1.95	.77	3.47
Separated/Widowed/ Divorced	(166)	(174)	573	883	225	360	42	55	16	22	14.1	17.1	2.55	2.45	1.12	1.19	.16	2.55
Family Composition:																		
Adults only	(1,104)	(1,100)	679	702	245	270	52	52	19	20	14.5	13.9	2.77	2.60	1.52	1.57	.10	2.69
Have children under 18	(967)	(923)	617	867	225	304	67	80	24	28	9.2	10.7	2.74	2.85	1.73	1.84	1.12	3.91

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

	Base (trips)		Total trip expenditures $		Total expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip	Total Party Size
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1976	1976
Occupation:																		
Prof/Sales/White collar	(905)	(828)	$ 690	$ 894	$259	$343	$65	$77	$24	$30	11.3	11.9	2.66	2.61	1.61	1.73	65	3.22
Skilled labor	(590)	(563)	619	669	218	249	62	59	22	30	10.0	11.2	2.84	2.69	1.70	1.74	.62	3.27
Unskilled labor	(100)	(108)	486	750	181	260	51	68	19	24	9.4	10.6	2.68	2.88	1.60	1.66	.44	3.52
Former	(68)	(67)	933	786	315	293	93	70	31	26	18.7	11.2	2.96	2.68	1.68	1.85	.74	3.42
Student	(36)	(39)	563	473	275	157	44	30	21	10	13.3	16.0	2.05	3.01	1.28	1.37	.14	3.08
Retired/Pensioned	(240)	(274)	713	832	229	322	42	45	14	17	19.1	17.8	3.11	2.58	1.76	1.75	.09	2.65
Other	(105)	(144)	571	542	211	169	32	41	12	13	17.4	15.3	2.71	3.20	1.15	1.26	.26	3.34
Education completed:																		
University	(254)	(276)	636	831	247	368	59	76	23	34	10.9	11.3	2.58	2.26	1.56	1.64	.47	2.74
Technical/Preparatory	(176)	(189)	684	726	275	246	55	66	22	22	13.6	10.8	2.49	2.95	1.59	1.62	.38	3.27
High school	(514)	(464)	674	937	265	332	55	73	22	26	12.6	12.9	2.54	2.82	1.64	1.73	.62	3.36
Elementary school	(130)	(125)	543	613	172	239	45	59	14	23	14.2	14.1	3.15	2.56	1.56	1.66	.34	2.87
Accommodation:																		
Owned	(1,451)	(1,433)	672	790	237	279	62	65	22	23	12.1	12.3	2.83	2.83	1.70	1.80	.63	3.43
Rented	(620)	(590)	616	736	235	297	51	58	19	24	12.5	13.1	2.62	2.48	1.44	1.47	.34	2.79
Type of dwelling:																		
Detached/Semi-detached	(1,500)	(1,456)	670	769	244	272	62	64	23	27	11.9	12.1	2.75	2.83	1.67	1.79	.63	3.41
Town house/other attached house	(230)	(249)	631	714	191	289	46	55	14	22	14.0	13.9	3.30	2.47	1.57	1.69	.45	2.92
Apartment	(297)	(269)	628	842	254	361	52	63	21	27	12.4	13.5	2.48	2.33	1.39	1.32	.24	2.54
Other	(44)	(49)	393	538	170	152	34	47	15	13	11.8	12.3	2.31	3.53	1.66	1.77	.36	3.84

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip	Total Party Size
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1976	1976
Purpose of trip:																		
Visting friends	(311)	(308)	$ 524	$ 636	$239	$273	$46	$42	$21	$18	12.9	15.3	2.19	2.33	1.56	1.57	.39	2.70
Visting relatives	(493)	(506)	421	483	178	203	37	41	16	17	12.7	12.1	2.36	2.38	1.63	1.68	.52	2.88
Staying at a vacation spot	(891)	(876)	817	879	287	318	67	63	24	23	13.3	13.9	2.85	2.76	1.67	1.72	.61	3.34
City sightseeing/ Visiting	(742)	(714)	713	835	256	288	63	73	23	25	12.0	11.4	2.79	2.90	1.66	1.73	.60	3.43
Rural activities	(628)	(572)	702	815	233	282	54	63	18	22	13.7	12.5	3.01	2.89	1.62	1.78	.63	3.42
Other	(370)	(481)	669	880	225	308	58	78	20	27	11.8	11.1	2.97	2.86	1.52	1.64	.50	3.27
Purpose of trip and season:																		
June to September:																		
Visiting friends/ relatives	(364)	(379)	378	375	149	146	39	41	15	16	10.2	9.2	2.54	2.56	1.67	1.77	.66	3.21
Staying at a vacation spot	(423)	(395)	522	628	186	223	53	62	19	22	10 0	10.1	2.81	2.81	1.75	1.76	.82	3.60
City sightseeing	(359)	(383)	527	630	192	227	58	64	21	23	9.4	9.6	2.75	2.77	1.70	1.79	.70	3.45
Rural activities	(371)	(339)	536	568	184	199	51	55	17	19	10.6	9.9	2.92	2.85	1.67	1.82	.77	3.55
Other	(185)	(206)	479	522	162	177	51	59	17	20	9.6	8.8	2.95	2.95	1.55	1.69	.56	3.42
October to May:																		
Visting friends/ relatives	(330)	(319)	553	756	263	357	45	42	21	20	14 1	18.2	2.10	2.12	1.51	1.50	.26	2.36
Staying at a vacation spot	(468)	(481)	1,068	1,086	371	399	75	64	26	24	15.8	17.1	2.88	2.72	1.61	1.69	.43	3.12
City sightseeing	(383)	(331)	890	1,043	314	344	66	79	23	26	14.3	13.1	2 83	3.03	1.63	1.66	.50	3.45
Rural activities	(257)	(233)	962	1.150	305	391	56	70	18	24	18.3	16.1	3.15	2.94	1.56	1.73	.47	3.31
Other	(185)	(220)	870	1,218	291	445	62	70	21	26	14.0	14 0	2.99	2.74	1.49	1.59	.44	3.14
Main mode of transport:																		
Car	(1,219)	(1,134)	510	651	178	236	51	56	18	20	11.1	11.6	2.87	2.76	1.71	1.78	.70	3.43
Plane	(606)	(665)	963	1,013	378	407	74	73	23	21	13.5	14.4	2.55	2.49	1.45	1.56	.35	2.72
Bus	(124)	(110)	540	533	205	149	46	44	17	12	17.1	12.0	2.63	3.58	1.32	1.42	.17	2.72
Train	(23)	(10)	372	777	182	212	20	54	10	15	12.6	14.4	2.04	3.67	1.54	1.47	.16	3.55
Motor Camper	(96)	(88)	596	626	229	231	41	48	16	18	15.8	12.3	2.60	2.71	1.89	2.00	1.34	3.66
Other	(55)	(16)	545	665	144	217	39	100	10	33	13.2	8.4	3.78	3.07	1.48	1.66	.64	3 71

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975–1976

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip	Total Party Size
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1976	1976
Month trip started:																		
December to March	(560)	(558)	$1,009	$1,159	$374	$445	$63	$67	$23	$26	17.7	18.3	2.70	2.60	1.54	1.63	.38	2.95
April to May	(216)	(204)	631	735	234	260	56	63	21	22	11.7	11.0	2.70	2.83	1.55	1.57	.45	3.22
June to September	(1,060)	(1,028)	473	516	169	184	50	56	18	20	9.7	9.1	2.80	2.80	1.66	1.76	.69	3.45
October to November	(235)	(233)	587	897	213	356	64	62	18	25	9.9	14.2	2.76	2.52	1.58	1.63	.29	2.79
Nights spend in U.S.:																		
1-5	(621)	(519)	241	258	83	87	75	75	26	25	3.3	3.5	2.90	2.98	1.59	1.73	.54	3.48
6-11	(643)	(519)	590	570	217	211	76	73	28	27	7.8	7.9	2.72	2.70	1.64	1.66	.57	3.25
12-17	(428)	(470)	997	1,076	350	601	72	76	25	42	14.0	14.1	2.85	1.79	1.63	1.69	.56	3.13
18 and over	(337)	(440)	1,096	1,397	438	557	35	45	14	18	33.1	32.4	2.50	2.51	1.54	1.67	.42	2.91

APPENDIX C

CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1976 BY DESTINATION

Destination:	Total U.S.	New England				Eastern Gateway			George Washington Country
		Total	Maine	Massachusetts	All Other	Total	New York	New Jersey	
	%	%	%	%	%	%	%	%	%
New England	17	100	100	100	100	14	15	11	10
(Maine)	8	46	100	10	22	7	7	7	3
(Massachusetts)	5	28	6	100	13	7	8	5	3
(All other)	7	42	20	20	100	9	10	8	9
Eastern Gateway	15	12	12	21	19	100	100	100	22
(New York)	12	11	12	21	18	84	100	22	21
(New Jersey)	3	2	3	3	3	20	5	100	6
George Washington Country	6	4	2	4	7	9	10	11	100
The South	25	4	3	3	5	6	7	3	22
(Florida)	21	4	3	2	5	3	4	1	12
(All other)	7	3	3	3	3	5	5	3	20
Great Lakes Country	12	3	2	5	5	8	9	3	11
Mountain West	9	3	2	4	4	3	3	1	5
Frontier West	5	1	2	1	1	2	3	—	3
Far West	24	2	1	1	3	2	2	2	5
(California)	12	1	—	1	2	1	1	—	2
(Washington)	9	*	*	—	1	1	1	—	2
(All other)	10	1	1	*	2	1	1	2	3
Islands Region	8	*	—	1	—	—	—	—	1
U.S. Unspecified	121	129	124	131	146	144	149	131	179
Total U.S.	2023	390	184	109	162	274	224	64	118
(Base)	*	*	—	*	—	—	—	—	—

CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1976 BY DESTINATION

Destination:	The South			Great Lakes Country	Mountain West	Frontier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	California	Washington	All Other	
	%	%	%	%	%	%	%	%	%	%	%
New England	3	3	8	5	5	5	1	1	1	2	*
(Maine)	1	1	4	1	2	4	*	—	*	1	—
(Massachusetts)	1	1	2	2	2	1	*	*	—	*	*
(All other)	2	2	4	3	3	1	1	1	1	2	—
Eastern Gateway	3	2	10	9	2	8	2	1	1	2	—
(New York)	3	2	10	9	2	8	1	1	1	1	—
(New Jersey)	*	*	1	1	1	—	*	—	—	1	—
George Washington Country	5	4	19	6	3	3	2	1	2	2	1
The South	100	100	100	20	3	14	3	2	3	1	1
(Florida)	84	100	40	10	1	7	2	2	3	1	1
(All other)	27	13	100	18	3	14	1	1	2	1	—
Great Lakes Country	10	6	34	100	28	22	5	4	7	5	1
Mountain West	1	1	5	20	100	26	13	13	16	22	*
Frontier West	3	2	10	8	14	100	7	10	3	12	—
Far West	3	2	4	10	34	35	100	100	100	100	7
(California)	1	1	1	4	18	25	52	100	23	36	5
(Washington)	1	1	2	5	16	5	38	17	100	37	2
(All other)	*	*	1	4	25	24	42	29	41	100	1
Islands Region	*	*	—	1	*	—	3	3	2	1	100
U.S. Unspecified	*	*	—	*	—	—	—	—	—	—	—
Total U.S.	128	120	190	179	189	213	136	135	135	147	110
(Base)	443	372	119	197	181	89	542	249	228	237	189

APPENDIX D

PROJECTED EXPENDITURES

	1975 $	1976 $	Percentage Increase %
Vacation Expenditures by Canadians			
Total	2,923,000,000	3,185,000,000	+ 9
Total Vacation Expenditures by Canadians Spending One or More Nights In:			
Canada	1,389,000,000	1,380,000,000	− 1
Atlantic Provinces	234,000,000	201,000,000	− 14
Quebec	304,000,000	280,000,000	− 8
Ontario	460,000,000	468,000,000	+ 2
Prairie Provinces	405,000,000	490,000,000	+ 21
British Columbia	408,000,000	425,000,000	+ 4
Offshore Countries	919,000,000	987,000,000	+ 7
Total U.S. Expenditures by Canadians Spending One or More Nights In:			
U.S.A.	777,000,000	996,000,000	+ 28
U.S. (Mainland Only)	672,000,000	911,000,000	+ 36
New England	72,000,000	101,000,000	+ 40
Eastern Gateway	99,000,000	100,000,000	+ 1
George Washington Country	34,000,000	64,000,000	+ 88
The South	272,000,000	323,000,000	+ 19
Great Lakes Country	64,000,000	110,000,000	+ 72
Mountain West	60,000,000	93,000,000	+ 55
Frontier West	35,000,000	97,000,000	+177
Far West	191,000,000	238,000,000	+ 25
U.S. Islands	101,000,000	165,000,000	+ 63

APPENDIX E

CANADIAN VACATION PARTY EXPENDITURES, 1974-1976

Base	Average Expenditures Per Vacation Party Per Trip			Per Day		
	1974	1975	1976	1974	1975	1976
	(4,766)	(5,367)	(4,907)	(4,766)	(5,367)	(4,907)
	$	$	$		$	
Areas Visited Overnight or Longer						
Total	479	554	607	36	42	48
Total Canada	312	363	394	27	30	37
Atlantic Provinces	403	459	505	32	33	38
Quebec	307	383	352	27	31	34
Ontario	291	384	383	25	31	34
Manitoba	481	552	677	23	31	35
Saskatchewan	421	597	617	25	35	37
Alberta	445	471	663	31	31	42
British Columbia	401	427	551	28	30	37
U.S.A. (Mainland)*	616	687	815	44	49	56
All Other Countries	1,373	1,575	1,603	59	70	71

*Includes expenditures made while traveling to and from the US.
The amount actually spent in the U.S. per party was $770 in 1976

APPENDIX F

QUESTIONNAIRE

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

1-a) Did you or any members of your household snow ski during the past 12 months?

YES _____ 10–1 NO _____ 2 GO TO Q. 2-a)

-b) In which provinces, states, and countries did any of them ski during the past 12 months?

CANADA:

B.C.	11–1
ALBERTA	2
SASKATCHEWAN	3
MANITOBA	4
ONTARIO	5
QUEBEC	6
NEW BRUNSWICK	7
NOVA SCOTIA	8
P.E.I.	9
NEWFOUNDLAND	0
TERRITORIES	X

U.S.A.:

WASHINGTON	Y
IDAHO	12–1
UTAH	2
COLORADO	3
NEVADA	4
NEW YORK	5
VERMONT	6
OTHER STATES (SPECIFY)	
OTHER COUNTRIES	8
	13–

2-a) Now for some questions on travel. Have you ever flown on a commercial airline?

Yes _____ 14–1 NO _____ 2 GO TO Q. 3-a)

-b) Of all the trips you took by air during the past 12 months, if any, how many were primarily for business reasons, and how many were primarily for non-business reasons?

NONE __ 00

NO. OF BUSINESS TRIPS
(15/16)

NONE __ 00

NO. OF NON-BUSINESS TRIPS
(17/18)

3-a) Now, some questions on holidays, during which you might have travelled or stayed at home. Many people, of course, don't take a vacation for one reason or another, but I'd like you to tell me some things about any holidays or vacations you, yourself, may have had during a 12-month period—let's say from November 1st last year to the end of October this year. Please do not count weekends or long weekends or statutory holidays.

Did you, yourself, take any such vacations or holidays during the past year—that is, since a year ago October 31st?

Yes ---------- ☐ NO ---------- 19–1 GO TO NEXT SECTION

-b) Were you away from home on a trip overnight or longer during that period?

YES ---------- 2 NO ---------- 3 GO TO NEXT SECTION

4. Next, I'd like you to tell me more about the trips you took during your holidays. Let's take the most recent trip first.

NOTE: EACH COLUMN REFERS TO ONE TRIP. ASK QUESTION 4 THROUGH TO QUESTION 20 FOR MOST RECENT TRIP FIRST, THEN REPEAT Q. 4 TO Q. 20 FOR EACH EARLIER VACATION TRIP UNTIL ALL SUCH TRIPS (UP TO A MAXIMUM OF 3) ARE RECORDED FOR THE LAST 12 MONTHS.

Considering the total trip—that is, from the day you left home until the day you got back home—could you tell me all the places where you spent at least one night. That is in each province, each state, or in other countries. Please include any nights you spent on the trip in your own province, and also any nights you spent while you were at your destination.

PLACES SPENT AT LEAST ONE NIGHT	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
NEWFOUNDLAND	20–1	27–1	34–1
PRINCE EDWARD ISLAND	2	2	2
NOVA SCOTIA	3	3	3
NEW BRUNSWICK	4	4	4
QUEBEC	5	5	5
ONTARIO	6	6	6
MANITOBA	7	7	7
SASKATCHEWAN	<8	<8	<8
ALBERTA	9	9	9
BRITISH COLUMBIA	0	0	0
YUKON/N.W.T.	X	X	X
>>CONTINENTAL U.S.A.—INCLUDING ALASKA (SPECIFY STATES)			
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	21–	28–	35–
	22–	29–	36–
	23–	30–	37–
	24–	31–	38–
	25–	32–	39–

>>HAWAII	26–1	33–1	40–1
>>U.S. VIRGIN ISLANDS	2	2	2
>>PUERTO RICO	3	3	3
OTHER CARIBBEAN	4	4	4
BERMUDA	5	5	5
UNITED KINGDOM	6	6	6
FRANCE	7	7	7
GERMANY	8	8	8
SWITZERLAND	9	9	9
NETHERLANDS/HOLLAND	0	0	0
ITALY	X	X	X
ALL OTHER EUROPEAN	Y	Y	Y
OTHER COUNTRIES (SPECIFY)			

IF SASKATCHEWAN INTERVIEW, AND IF TRIP WAS TO SASKATCHEWAN<, ASK QUESTIONS 5 AND 6, 7 TO 9 IF ALSO VISITED CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO ON THAT TRIP AND QUESTIONS 10 TO 20.

ASK QUESTIONS 7 TO 20 IF TRIP WAS TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.>>

ASK QUESTIONS 10 TO 20 IF TRIP WAS TO ANY OTHER PLACE.

ASK QUESTIONS 5 AND 6 IN SASKATCHEWAN ONLY AND
IF SASKATCHEWAN VISITED IN Q. 4 < BY SASKATCHEWAN RESIDENT

5-a) (HAND ORANGE CARD 1) On that trip, in which of these areas in this province did you stay overnight, if any? Just read me the letters.

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
A.	41–1	48–1	55–1
B.	2	2	2
C.	3	3	3
D.	4	4	4
E.	5	5	5
F.	6	6	6
G.	7	7	7
H.	8	8	8
I.	9	9	9
J.	0	0	0
K.	X	X	X
L.	Y	Y	Y
M.	42–1	49–1	56–1
N.	2	2	2
O.	3	3	3
P.	4	4	4
NONE OF THESE	5	5	5

-b) (IF MORE THAN ONE AREA VISITED ON THAT TRIP ASK:) In which one of those areas did you stay the longest?

A.	43–1	50–1	57–1
B.	2	2	2
C.	3	3	3
D.	4	4	4
E.	5	5	5
F.	6	6	6
G.	7	7	7
H.	8	8	8
I.	9	9	9
J.	0	0	0
K.	X	X	X
L.	Y	Y	Y
M.	44–1	51–1	58–1
N.	2	2	2
O.	3	3	3
P.	4	4	4

6-a) (HAND ORANGE CARD 2) While vacationing in that particular area, in which of these activities did you personally participate, if any?

Boating, canoeing	45–1	52–1	59–1
Fishing	2	2	2
Hunting	3	3	3
Camping	4	4	4
Downhill skiing	5	5	5
Cross-country skiing	6	6	6
Visiting a historic site/museum	7	7	7
Attending a festival or special event	8	8	8
Attending a spectator sport	9	9	9
Shopping	0	0	0
Visiting friends and relatives	X	X	X
Participating in a business meeting, conference, convention	Y	Y	Y
Other	46–1	53–1	60–1
NONE OF THESE	2	2	2

-b) And again in that particular area, in which of these types of accommodation did you stay: (READ)

—hotel or motel	47–1	54–1	61–1
—your own vaaction home,	2	2	2
—a campground	3	3	3
—a rental house, cabin or cottage	4	4	4
—with friends or relatives; or	5	5	5
—some other place?	6	6	6

GO TO QUESTION 10 IF TRIP WAS NOT TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.>>

ASK QUESTIONS 7 TO 9 IF TRIP WAS TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.

7. How long before you started on this trip, did you finally decide to visit the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)?

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
DURING THE TRIP	62–1	10–1	19–1
UP TO 2 WEEKS BEFORE	2	2	2
2 WEEKS UP TO 4 WEEKS	3	3	3
1 MONTH UP TO 2 MONTHS	4	4	4
2 MONTHS UP TO 4 MONTHS	5	5	5
4 MONTHS UP TO 6 MONTHS	6	6	6
6 MONTHS OR OVER	7	7	7

8. On that trip, what were your most favourable impressions about vacationing in the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)? (PROBE) Anything else? (RECORD VERBATIM)

NO FAVOURABLE IMPRESSIONS	☐ 63– 64–	☐ 11– 12–	☐ 20– 21–

9. On that trip, what were your most unfavourable impressions about vacationing in the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)? (PROBE) Anything else? (RECORD VERBATIM)

NO UNFAVOURABLE IMPRESSIONS	☐ 65– 66–	☐ 13– 14–	☐ 22– 23–

ASK EVERYBODY

10-a) How many nights in total were you away from home on that trip?

TOTAL NUMBER OF NIGHTS:	(67/68)	(15/16)	(24/25)

-b) (IF VISITED BOTH THE UNITED STATES (INCLUDE HAWAII, U.S. VIRGIN ISLANDS AND PUERTO RICO) AND OTHER PLACES OR PROVINCES IN Q. 4 ASK) How many of those nights did you spend in the United States including Hawaii, U.S. Virgin Islands and Puerto Rico?

(69/70)	(17/18)	(26/27)

ASK EVERYBODY

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
11-a) As best as you can recall, could you tell me about how much was spent altogether by you and your party for that trip, including any credit card purchases or fares—in other words, the total cost of the trip.	$_____ (28/31)	$_____ (43/46)	$_____ (58/61)
ABSOLUTELY CAN'T RECALL	☐	☐	☐
-b) (IF VISITED BOTH THE UNITED STATES (INCLUDE HAWAII, U.S. VIRGIN ISLANDS AND PUERTO RICO) AND OTHER PLACES OR PROVINCES IN Q. 4 ASK) And about how much of that was spent in the United States, (including Hawaii, U.S. Virgin Islands and Puerto Rico) Please include any travel expenditures made in Canada to get there.	$_____ (32/35)	$_____ (47/50)	$_____ (62/65)
ABSOLUTELY CAN'T RECALL	☐	☐	☐

12. Could you tell me in which month you started that trip:

November, 1975	36–2	51–2	66–2
December, 1975	3	3	3
January, 1976	4	4	4
February, 1976	5	5	5
March, 1976	6	6	6
April, 1976	7	7	7
May, 1976	8	8	8
June, 1976	9	9	9
July, 1976	0	0	0
August, 1976	X	X	X
September, 1976	Y	Y	Y
October, 1976	37–1	52–1	67–1

13. (HAND ORANGE CARD 3) In which of these types of accommodation did you stay on this trip?

	38–1	53–1	68–1
HOTEL			
MOTEL	2	2	2
RESORT OR LODGE	3	3	3
YOUR OWN VACATION HOME OR COTTAGE	4	4	4
RENTED CABIN OR COTTAGE	5	5	5
GOVERNMENT CAMPGROUND OR TRAILERSITE	6	6	6
COMMERCIAL CAMPGROUND OR TRAILERSITE	7	7	7
WITH FRIENDS	8	8	8
WITH RELATIVES	9	9	9
OTHER	0	0	0

14. And about how many miles away from home was the farthest point you travelled on that trip—that is, one way?

	(39/42)	(54/57)	(69/72)
No Idea	☐	☐	☐

15-a) Now would you tell me what was the main type of transportation you used on that trip?

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
CAR	73–1	12–1	17–1
MOTOR CAMPER	2	2	2
PLANE	3 <<	3 <<	3 <<
TRAIN	4	4	4
BUS	5	5	5
BOAT	6	6	6
OTHER (CIRCLE CODE AND SPECIFY)	7	7	7

-b) Were your transportation, accommodation and other arrangements bought as part of an inclusive package tour or were your arrangements for transportation and accommodation made separately?

INCLUSIVE PACKAGE TOUR	74–1	13–1	18–1
ARRANGEMENTS MADE SEPARATELY	2	2	2

-c) (IF "PLANE" << IN Q. 15-a) ASK:) Was your trip on a regularly-scheduled flight or a charter flight?

REGULARLY SCHEDULED FLIGHT	4	4	4
CHARTER FLIGHT	5	5	5

ASK EVERYONE

16. Did you consult with a travel agent when planning this trip?

YES	75–1	14–1	19–1
NO	2	2	2

5–1 6–0 7–1 8–2 9–1

17. (HAND ORANGE CARD 4) Which of those descriptions best describe your reasons for taking this trip? Just read me the letters: you may want to give me two or three.

A.	10–1	15–1	20–1
B.	2	2	2
C.	3	3	3
D.	4	4	4
E.	5	5	5
F.	6	6	6
G.	7	7	7
H.	8	8	8
I.	9	9	9
J.	0	0	0
K.	X	X	X
L.	Y	Y	Y
M.	11–1	16–1	21–1
N.	2	2	2

ASK EVERYONE

18-a) How many people were travelling together in your travel party, including yourself—that is, people travelling in your group only, but not the other members of a tour or charter, for instance in each of the following categories? (READ EACH AND WRITE IN NUMBER)

From your own household: How many were:

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
18 years or over, including yourself?	22–	28–	34–
Under 18 years?	23–	29–	35–

-b) People in your party from other households: How many were:

18 years or over?	24–	30–	36–
Under 18 years?	25–	31–	37–
TOTAL	26–	32–	38–

19. Where was your home at the time of this trip? (CHECK BOX IF SAME COMMUNITY AS AT PRESENT, OTHERWISE WRITE IN NAME OF TOWN AND PROVINCE/STATE OR OVERSEAS COUNTRY)

SAME AS AT PRESENT	☐	☐	☐
OTHER	_____ (TOWN/PROVINCE/COUNTRY)		
	27–	33–	39–

20. Did you take any other trips during this 12-month period we have been talking about?

YES	☐ GO TO Q. 4	☐ GO TO Q. 4	☐ GO TO Q. 21
NO.	☐ CIRCLE '1' AFTER Q. 21 THEN GO TO Q. 22	☐ CIRCLE '2' AFTER Q. 21 THEN GO TO Q. 22	☐ CIRCLE '3' AFTER Q. 21 THEN GO TO Q. 22

21. (ASK IF 'YES' TO Q. 20 AFTER THIRD TRIP) How many other vacation trips did you take in between last year and October 31st this year?

(WRITE IN) _____

(INTERVIEWER; CIRCLE TOTAL NUMBER OF VACATION TRIPS TAKEN:)

1 2 3 4 5 6 7 8 9 OR MORE (SPECIFY) _____ 40–

22. Even if you have not vacationed in the United States or in Canada, I'd like your impression on whether one country is more expensive to travel in than the other at this time. First, would you say that gasoline in the U.S. is generally more expensive than in Canada, less expensive, or about the same? What about _____? (READ EACH LISTED BELOW)

	MORE EXPENSIVE THAN IN CANADA	LESS EXPENSIVE THAN IN CANADA	ABOUT THE SAME	NO IDEA
—Gasoline?	41–1	2	3	4
—Air fares?	42–1	2	3	4
—Hotel or motel room rates?	43–1	2	3	4
—Dining out?	44–1	2	3	4
—Souvenirs and gift shopping?	45–1	2	3	4
—Overail—considering the total cost of a similar type of trip? (47/75)	46–1	2	3	4

CANADIAN FACTS CO. LIMITED
TORONTO-VANCOUVER-MONTREAL

BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

WRITE CLEARLY OR PRINT, GIVE INITIALS

CIRCLE:
MR./MISS/MRS. _____ INTERVIEW NO. _____ ON LOCATION NO. _____

MAILING
ADDRESS: _____ TOWN: _____ PROVINCE: (CIRCLE CODE) (15/18)

POSTAL
CODE: _____

NFLD	19–1		ONT		6
P.E.I.	2		MAN		7
N.S.	3		SASK		8
N.B.	4		ALTA		9
QUE	5		B.C.		0

PHONE NO.: _____ NONE _____ ☐

SEX: MALE _____ 20–1

FEMALE _____ 2

1. IF THIS HOUSEHOLD IS LOCATED IN A RURAL AREA (i.e., A COMMUNITY OF LESS THAN 1,000 POPULATION OR OPEN COUNTRY), ASK:

-a) Is there more than one acre in this property? YES _____ ☐ ASK -b)
NO _____ 21–1

-b) Last year, did you sell more than $50 worth of products grown or raised on this property?
YES _____ 2
NO _____ 3
4

2-a) Are there any children under 18 years of age living at home?
YES _____ 22–1
NO _____ 2 GO TO Q. 3-a)

-b) (IF "YES")

Are any of them . . .		YES	NO
	under 5 years of age?	23–1	2
	5 to 14 years of age?	24–1	2
	15 to 17 years of age?	26–1	2

(25)

-c) Total number of children under 18 years living at home _____ 27–

3-a) How many people live in this household, including yourself, other members of of your family and anyone else living as part of your household who is not a member of your immediate family?

-b) How many are 15 years of age or over?

-c) How many are 18 years of age or over?

	-a) TOTAL NUMBER IN HOUSEHOLD	-b) TOTAL NUMBER 15 AND OVER	-c) TOTAL NUMBER 18 AND OVER
One	28–1	30–1	31–1
Two	2	2	2
Three	3	3	3
Four	4	4	4
Five	5	5	5
Six	6	6	6
Seven	7	7	7
Eight	8	8	8
Nine	9	9	9
Ten or More	0	0	0
NONE			X

(cont'd) BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

4. What is your marital status? Are you . . . (READ LIST)

Single	32–1
Married?	2
Widow(er), Divorced, Separated?	3

5. What was the language you first spoke in childhood and still understand?

English	33–1
French—(Quebec Interview)	2
French—(Non-Quebec Interview)	3
Other: (CIRCLE CODE AND SPECIFY)	
_____	4

6. What language do you speak most often at home now?

English	34–1
French	2
Other	3

7. What is your position in this household? (READ LIST IF NECESSARY)

Male Head	35–1
Female Head	2
Son	3
Daughter	4
Other Male	5
Other Female	6

8-a) What is your occupation?

TYPE OF JOB: _____

TYPE OF COMPANY: _____	36–
Retired, Pensioned,	37–1
Student,	2
Unemployed,	3
Homemaker Only,	4
Homemaker employed outside home? ☐ ASK -b)	38–

-b) Is that _____ part-time, _____ ☐ (STATE JOB) _____

or full-time? _____ ☐ (STATE JOB) _____ 39–

9. What is the occupation of the head of the house?

TYPE OF JOB: _____

TYPE OF COMPANY: _____	40–
Retired, Pensioned,	41–1
Student,	2
Unemployed,	3
Homemaker Only?	4

10. What was the name of the last school you attended? How far did you go?

	SOME	GRADUATED
Public/elementary school (Grades 1-8—Quebec Grades 1-7)	42–1	2
Secondary/high school (Grades 9-13—Quebec Grades 8-12)	3	4
Technical/senior college (Above Grades 12 or 13—Quebec CEGEP/ college classique)	5	6
University	7	8

No formal schooling ____ 9
Refused ____ 0
Any additional schooling ____

11. What was your exact age on your last birthday?

Interviewer: If RESPONDENT REFUSES—
Estimate Exact Age ____ Years

RECORD EXACT AGE ____ (43/44)

13. TOTAL FAMILY INCOME
(HAND WHITE CARD 1) In which of these letter groups does the approximate income of the family fall—that is, the income or earnings of all the family members living here added together?

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME

L	49–1	
M	2	
N	3	
O	4	
P	5	
Q	6	
R	7	
REFUSED	☐	8 9

14. INCOME OF HEAD OF HOUSE
(HAND WHITE CARD 2) Now, in which of these letter groups does the approximate income of the head of the house fall?

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE

$ _____ (PER YEAR)
HEAD OF HOUSE

L, M or N	50–1	
O	2	
P	3	
Q	4	
R	5	
S	6	
T	7	
U	8	
V	9	
W	0	
REFUSED	☐	51–1

15. CHECK TYPE OF DWELLING AND ASK: Do you own or rent your home?

TYPE OF DWELLING (OBSERVE, DO NOT ASK)

OWN	52–1
RENT	2
SINGLE OR SEMI-DETACHED HOUSE	53–1
ROW HOUSES	2
DUPLEX, TRIPLEX, OR QUADRUPLEX	3
SUITE OVER STORE, ETC.	4
APARTMENT (5–7 UNITS)	5
APARTMENT (8–19 UNITS)	6
APARTMENT (20 OR MORE UNITS)	7
ROOM(S), PART OF HOME	8
OTHER (CIRCLE CODE AND SPECIFY)	9

EITHER

IF INTERVIEWING MONDAY TO FRIDAY, SAY:

16. We are interested in finding out how often people are at home on weekdays at about this time. We are not interested in Saturdays and Sundays, only weekdays.

	AT HOME	NOT HOME	CAN'T REMEMBER/ DON'T KNOW
-a) Did you happen to be at home yesterday (or last preceding weekday) at about this time? _____ (WRITE IN NAME OF DAY)	54–1	2	3
-b) How about _____? (SAY AND WRITE IN WEEKDAY BEFORE)	55–1	2	3
-c) How about _____? (SAY AND WRITE IN WEEKDAY BEFORE)	56–1	2	3

NOTE: WORK BACK THROUGH 3 PRECEDING WEEKDAYS

OR

IF INTERVIEWING SATURDAY, SAY INSTEAD:

	AT HOME	NOT HOME	CAN'T REMEMBER/ DON'T KNOW
-a) We are interested in finding out how often people are at home on Saturday at about this time. For instance, did you happen to be at home last Saturday at about this time? _____	57–1	2	3
-b) How about the Saturday before that, at about this time? _____	58–1	2	3

AUTOMATIC CLASSIFICATION—OBSERVE, DO NOT ASK

SOCIO-ECONOMIC LEVEL

UPPER	59–9
UPPER MIDDLE	8
	7
	6
MIDDLE	5
	4
LOWER MIDDLE	3
	2
LOWER	1

Interviewer's Signature:

_____

Employer Number: _____

INTERVIEW NUMBER WITHIN HOUSEHOLD:

FIRST	60–1
SECOND	2
THIRD	3
FOURTH	4
FIFTH	5

DAY OF INTERVIEW:

Monday	61–1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6

Date: _____ 62–

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